



**ALEX AND ANI<sup>®</sup>**

**VISUAL MERCHANDISING STANDARDS & GUIDELINES**



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We create meaningful, eco-conscious jewelry and accessories to positively empower and connect humanity. We share a passion for the well-being of our planet, our communities, and our individual paths.

ALEX AND ANI products are proudly designed and crafted in America and made with love.



DESIGNED TO **CONNECT** YOU®

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## the ALEX AND ANI

### STORE EXPERIENCE

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ALEX AND ANI creates meaningful, eco-conscious jewelry and accessories to positively empower and connect humanity. Our designs have an impact on the wearer, and the world.

Our Visual Merchandising efforts are an extension of our mission – an integral opportunity to enhance the connections we make with our consumers every day. Iconic ALEX AND ANI VM touch points include:

- Window treatments
  - Meaning Wall
  - Focal tables
- Interactive free standing and top-of-counter fixtures

This manual is designed to outline these touch points and provide cohesive Standards and Guidelines to maintain your store's visual presentation. Observing them ensures consistency among all retail locations, helps increase sales, and executes our Founder Carolyn Rafaelian's vision of the ALEX AND ANI brand experience.



### sight

The journey begins as compelling window treatments draw the consumer inside. Designed to create a focal point for consumer engagement, the Meaning Wall celebrates our most iconic symbols and their meanings while expressive wall imagery lend inspiration, all of which support the consumer along their journey.

### sound

Upon entering, the consumer is surrounded by the sound of exclusively curated music creating an atmosphere of (+)ENERGY.

### smell

Carolyn's aromatic, signature fragrance SCENT 7 is an exclusive blend that helps create a calming effect on the soul.

### touch

Focal tables showcase clean and impactful merchandising while free standing and top-of-counter fixtures offer a personal, interactive shopping experience. Giving the consumer the opportunity to mix symbolic pieces with one's own alchemy makes each ALEX AND ANI purchase completely and uniquely their own.

### taste

As the journey ends each consumer leaves with a taste of an experience that is extraordinary and unique.

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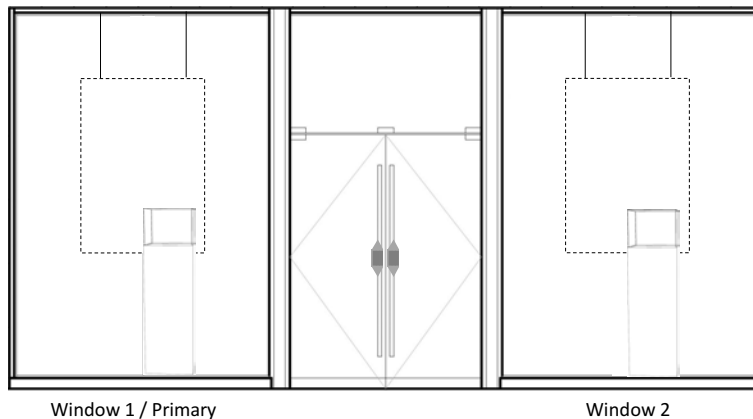
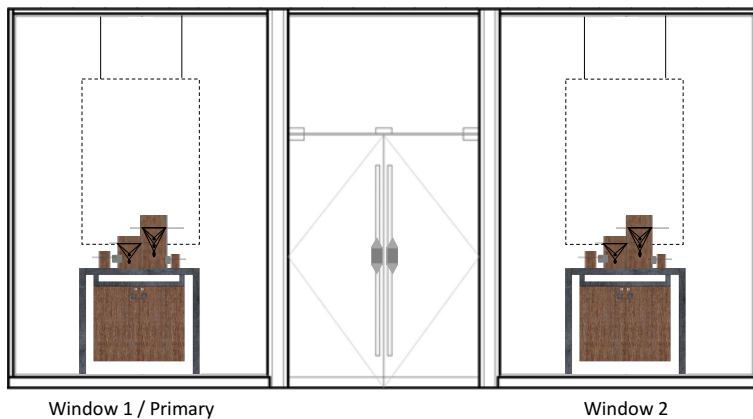
PRIOR FLOORSET MANUAL

VISUAL MERCHANDISING DIRECTIVES



# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## WINDOWS



### STANDARDS:

- The number of windows and the type of fixturing vary depending upon when a store was opened. Stores either have wooden window tables or white, window pedestals.
- Window 1, your primary window, is typically located on the left side of the entrance.

### GUIDELINES:

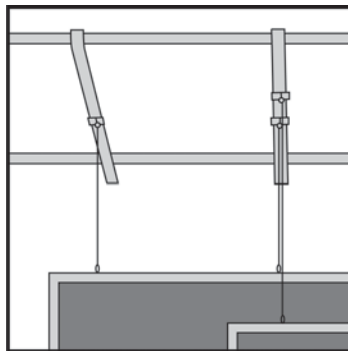
- If your store has multiple tables or pedestals in one window, keep them in place and refer to the floorset manual for merchandising guidelines.
- A floorset manual will direct the merchandising for these fixtures.
- Windows are the first impression of the brand. It is important to keep them clean and ensure all visual elements are level and consistent across all windows.

# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## WINDOWS

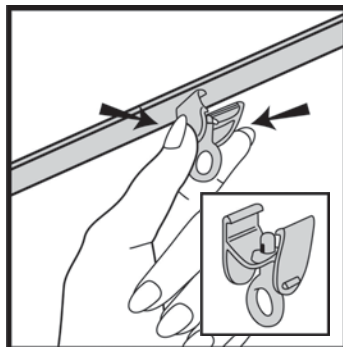
### HOW TO USE YOUR WINDOW TRACKING SYSTEM

Each display window has a **TRACK SYSTEM** designed to display window banners, marketing assets, and décor elements. Based on a store's ceiling configuration, it will have either one or two "tracks" mounted or suspended from the ceiling.



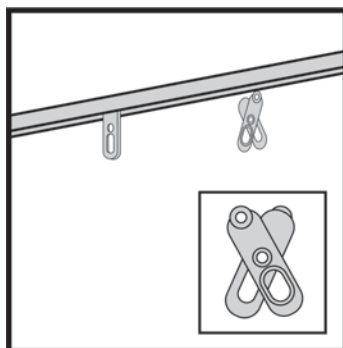
TRACKS & CROSSBARS

**CROSSBARS** attach to two tracks, and move easily from left to right on the track to accommodate different marketing assets. The number of cross bars needed will vary per floorset.



BUTTERFLY CLIPS WITH RINGS

**BUTTERFLY CLIPS WITH RINGS** attach to crossbars and can be easily removed and adjusted. To attach a butterfly clip to a crossbar, squeeze the two sides of the clip. When attaching a cable for marketing, place an S hook through the ring.



GREY GLIDERS

**GREY GLIDERS** attach to tracks by opening the glider into an X shape, close to secure to the track.

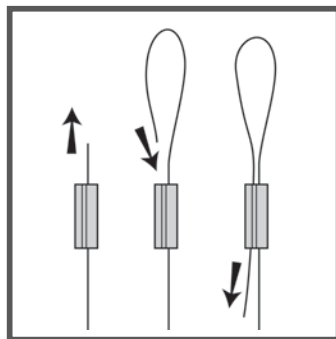
**TIP:**

*Stores with two window tracks can use both butterfly clips and grey gliders. Stores with one window track can only use grey gliders.*

# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## WINDOWS

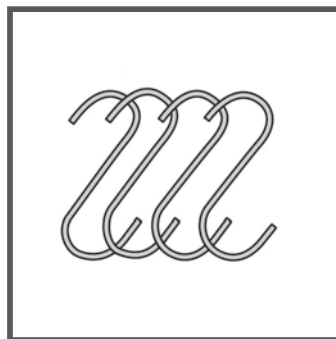
### HOW TO USE YOUR WINDOW TRACKING SYSTEM



CABLES & CRIMPS

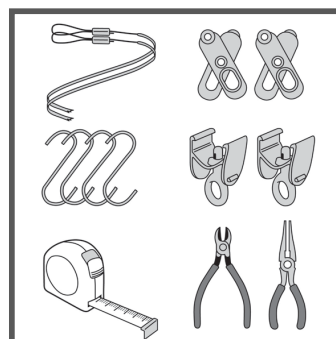
**CABLES** can be cut and crimped to desired lengths.

**CRIMPS** are used to adjust the length of a cable. There are two sides to a crimp. Navigate the cable through one side of the crimp, make a loop, and then thread it through the other side of the crimp. **Make sure the loops are identical or banners will not hang evenly.**



S HOOKS

**S HOOKS** are used to connect marketing assets to butterfly clips with rings, grey gliders and cables.



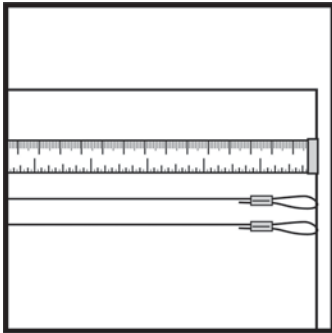
**The following is needed to hang one window banner:**

- 2 cables cut to the desired length
- 2 grey gliders or butterfly clips
- 4 S-hooks – 2 per cable
- Measuring tape
- Pliers
- Wire cutters

# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## WINDOWS

### HOW TO HANG A WINDOW BANNER



#### Measuring Cables:

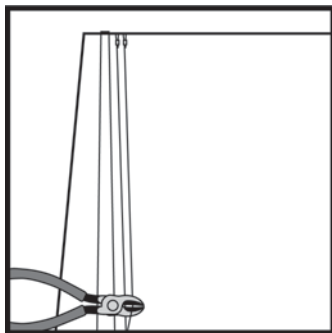
Lay a measuring tape on a smooth surface to the desired cable length. Add 4 extra inches to accommodate for the loops needed on the top and bottom of cable. Hold two cables at the beginning of the measuring tape.

#### Calculating the length of a cable:

- (1) Find the measurement from the grey glider/butterfly clip to the floor.
- (2) Find the measurement of the height of the banner.
- (3) The bottom of the banner should be 42" from the floor.
- (4) Subtract the three measurements from each other. This is the total measurement for your two cables.

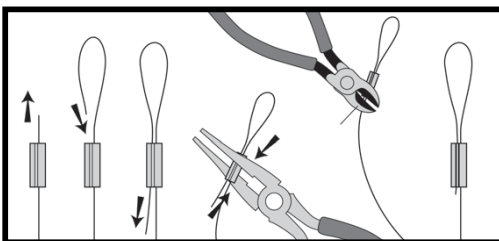
Example of calculation:

125 inches	(1)
- 51 inches	(2)
- 42 inches	(3)
<u>32 inches</u>	(4)



#### Cutting Cables:

Line up the cables to the length of the measuring tape. Cut the cables with wire cutters.



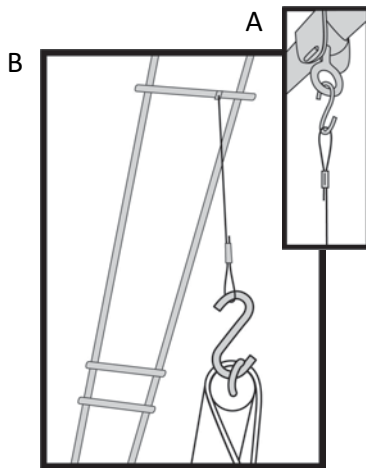
#### Crimping Cables:

Use pliers to secure crimp. Secure crimp by applying pressure with pliers in different directions. Give the loop a tug to make sure the crimp is secured and the cable won't move. Cut any excess cable. **Once the cables have been cut to size, they can be reused for each floorset.**

# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## WINDOWS

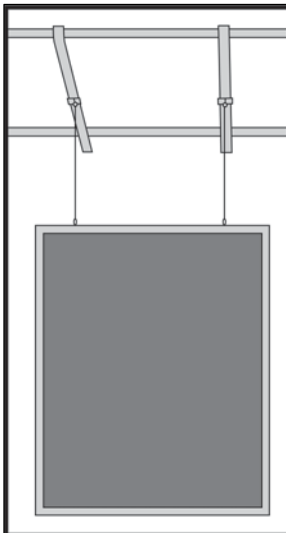
### HOW TO HANG A WINDOW BANNER



#### Hanging a Banner from a Track or Cross Bar:

(A) Attach 2 grey gliders/butterfly clips to the track/crossbar. Attach one S-hook to each. Hang one cable by its loop on each S-hook.

(B) Attach another S-hook to the loop on the other end of each cable. Attach banner to S-hook.



#### Check Banners:

Once banners have been hung, ensure cables are straight and hang parallel to one another across all windows.

#### TIPS:

*The stitched seams on the banner should face into the store.*

*Remove any excess cables, grey gliders and butterfly clips from the track if they are not being utilized and store safely.*

# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## WINDOWS

### WINDOW FIXTURE PLACEMENT



#### STANDARDS:

- Keep window pedestal clean at all times. Only use acrylic cleaner. Do not use window cleaner as it can damage the acrylic.
- Remove all UPC tags from product before merchandising.

#### GUIDELINES:

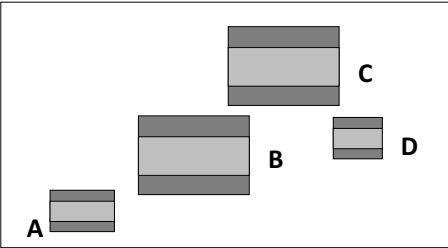
- Refer to each floorset for merchandising guidelines.
- If your store has multiple pedestals in one window, keep them in place and refer to the floorset manual for placement.

# VISUAL MERCHANDISING STANDARDS & GUIDELINES

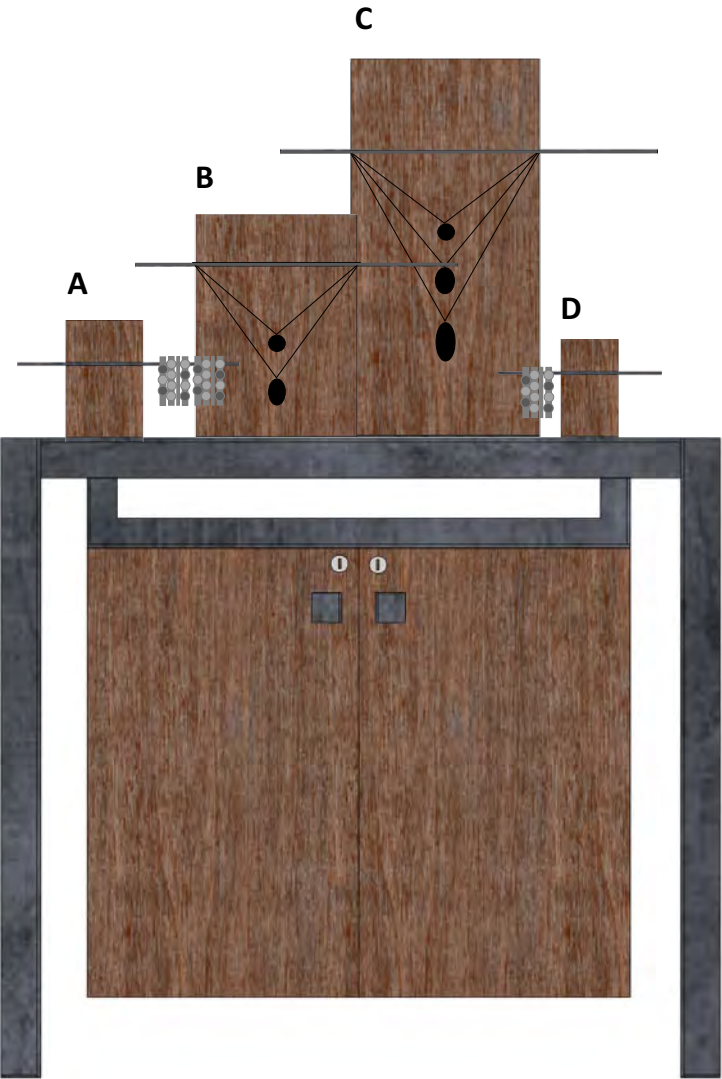
## WINDOWS

### FIXTURE PLACEMENT

LETTER	FIXTURE
A	6" Bracelet Displayer
B	11" Necklace Displayer
C	16" Necklace Displayer
D	4" Bracelet Displayer



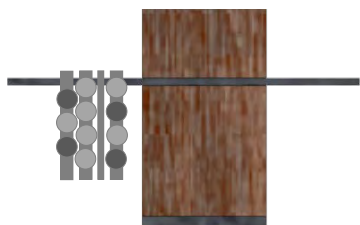
TOP VIEW ILLUSTRATING FIXTURE PLACEMENT



# VISUAL MERCHANDISING STANDARDS & GUIDELINES

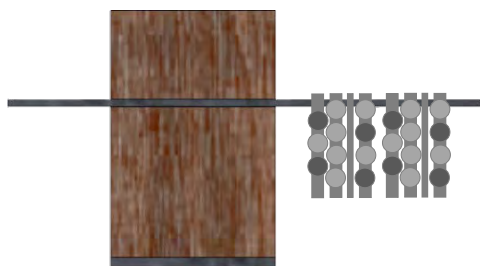
## WINDOWS

### HOW TO MERCHANDISE FIXTURES



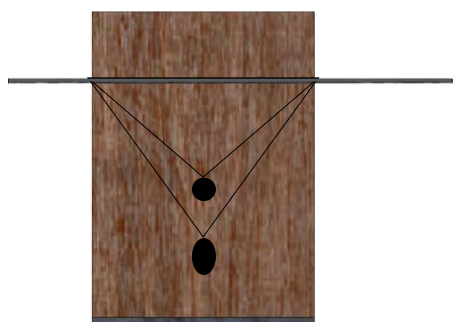
#### 4" Bracelet Displayer:

- Merchandise 4 bangles.
- Display color beaded and metal beaded.
- Remove all UPC tags.



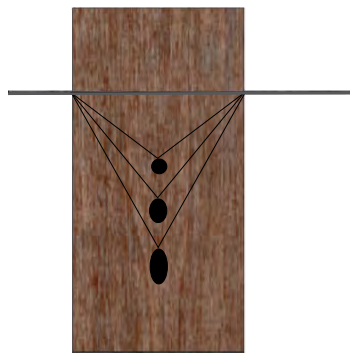
#### 6" Bracelet Displayer:

- Repeat two sets of 4 bangles.
- Display color beaded and metal beaded.
- Remove all UPC tags.



#### 11" Necklace Displayer:

- Merchandise 2 necklaces.
- Necklaces graduate in size with largest on the bottom.
- Anchor necklace with heaviest charm/crystal at the bottom.
- Layer on coordinating charms.
- Keep necklaces well balanced.
- Keep pulls and beads even and neat.
- Remove UPC tags.



#### 16" Necklace Displayer:

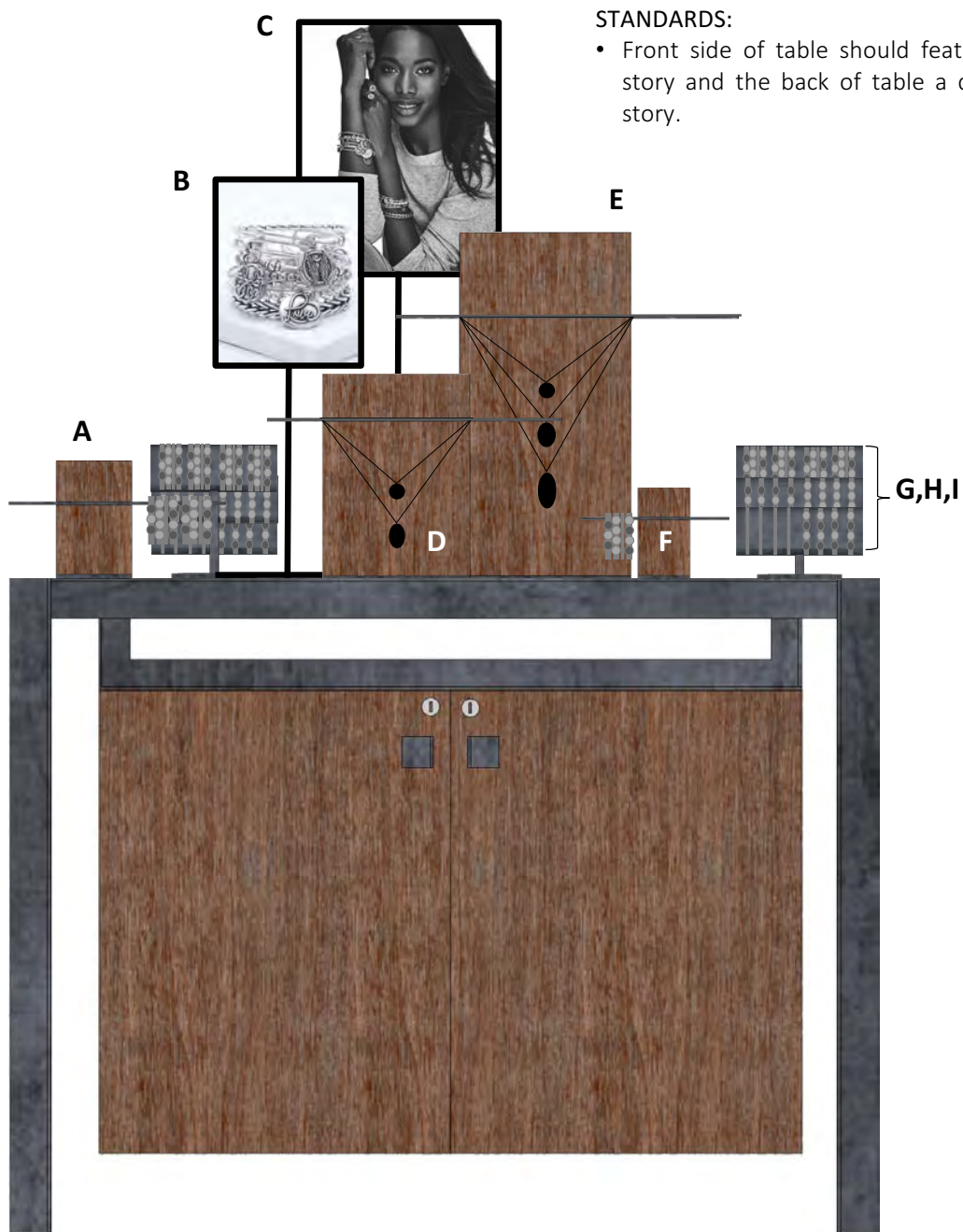
- Merchandise 3 necklaces.
- Necklaces graduate in size with largest on the bottom.
- Anchor necklace with heaviest charm/crystal at the bottom.
- Layer on coordinating charms.
- Keep necklaces well balanced.
- Keep pulls and beads even and neat.
- Remove UPC tags.



# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## SMALL FOCAL TABLE

### FIXTURE PACEMENT

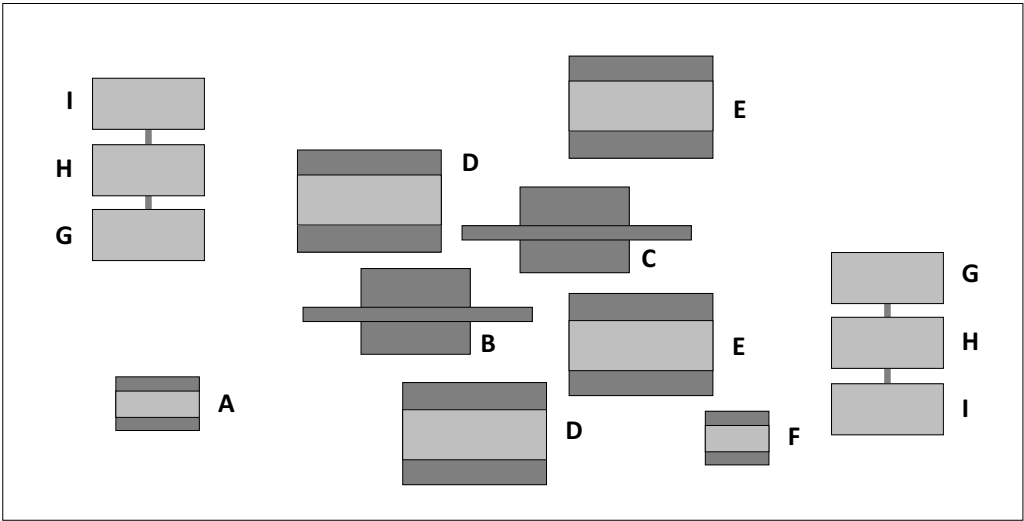


# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## SMALL FOCAL TABLE

TOP VIEW ILLUSTRATING FRONT & BACK FIXTURE PLACEMENT

LETTER	FIXTURE
A	6" Bracelet Displayer
B	8.5"x11" Framette
C	11x14" Framette
D	11" Necklace Displayer
E	16" Necklace Displayer
F	4" Bracelet Displayer
G, H, I	6" Bracelet Tubes – 3 heights

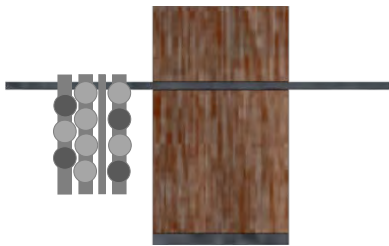


FRONT OF TABLE

# VISUAL MERCHANDISING STANDARDS & GUIDELINES

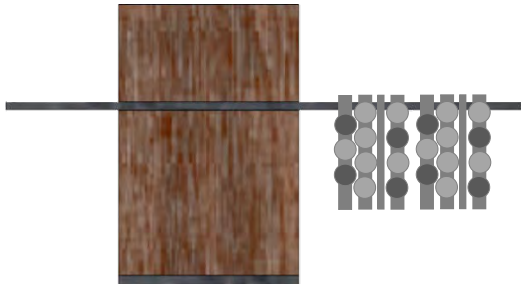
## SMALL FOCAL TABLE

### HOW TO MERCHANDISE FIXTURES



#### 4" Bracelet Displayer:

- Merchandise 4 bangles.
- Display color beaded and metal beaded.



#### 6" Bracelet Displayer:

- Repeat two sets of 4 bangles.
- Display color beaded and metal beaded.



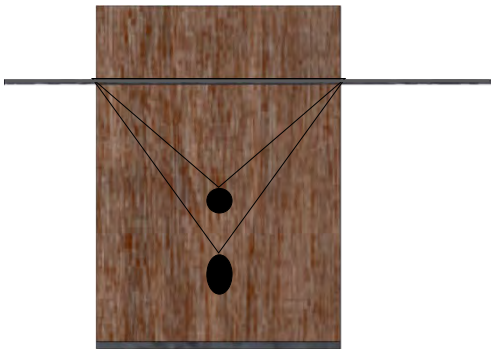
#### 8.5"x11" & 11"x14" Framettes:

- Display marketing assets as directed in floorset manual.
- Always overlap signage by approximately 1"-2".

# VISUAL MERCHANDISING STANDARDS & GUIDELINES

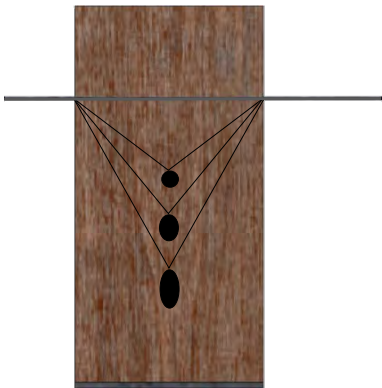
## SMALL FOCAL TABLE

### HOW TO MERCHANDISE FIXTURES



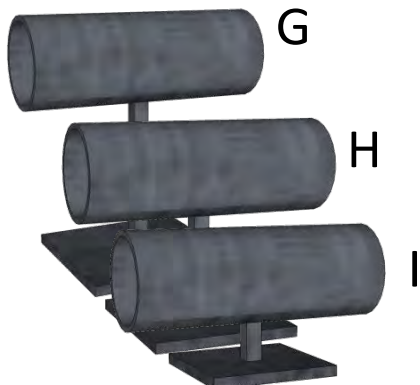
#### 11" Necklace Displayer:

- Merchandise 2 necklaces.
- Necklaces graduate in size with largest on the bottom.
- Anchor necklace with heaviest charm/crystal at the bottom.
- Layer on coordinating charms.
- Keep necklaces well balanced.
- Keep all tags, pulls, and beads even and neat.



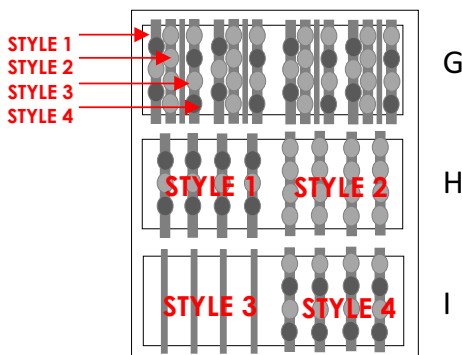
#### 16" Necklace Displayer:

- Merchandise 3 necklaces.
- Necklaces graduate in size with largest on the bottom.
- Anchor necklace with heaviest charm/crystal at the bottom.
- Layer on coordinating charms.
- Keep necklaces well balanced.
- Keep all tags, pulls, and beads even and neat.



#### 3-Tiered Bracelet Display:

- Always display as a Set/3.
- G. 1 set repeated 4 times
- H. 4 of **STYLE 1** and 4 of **STYLE 2** in set
- I. 4 of **STYLE 3** and 4 of **STYLE 4** in set



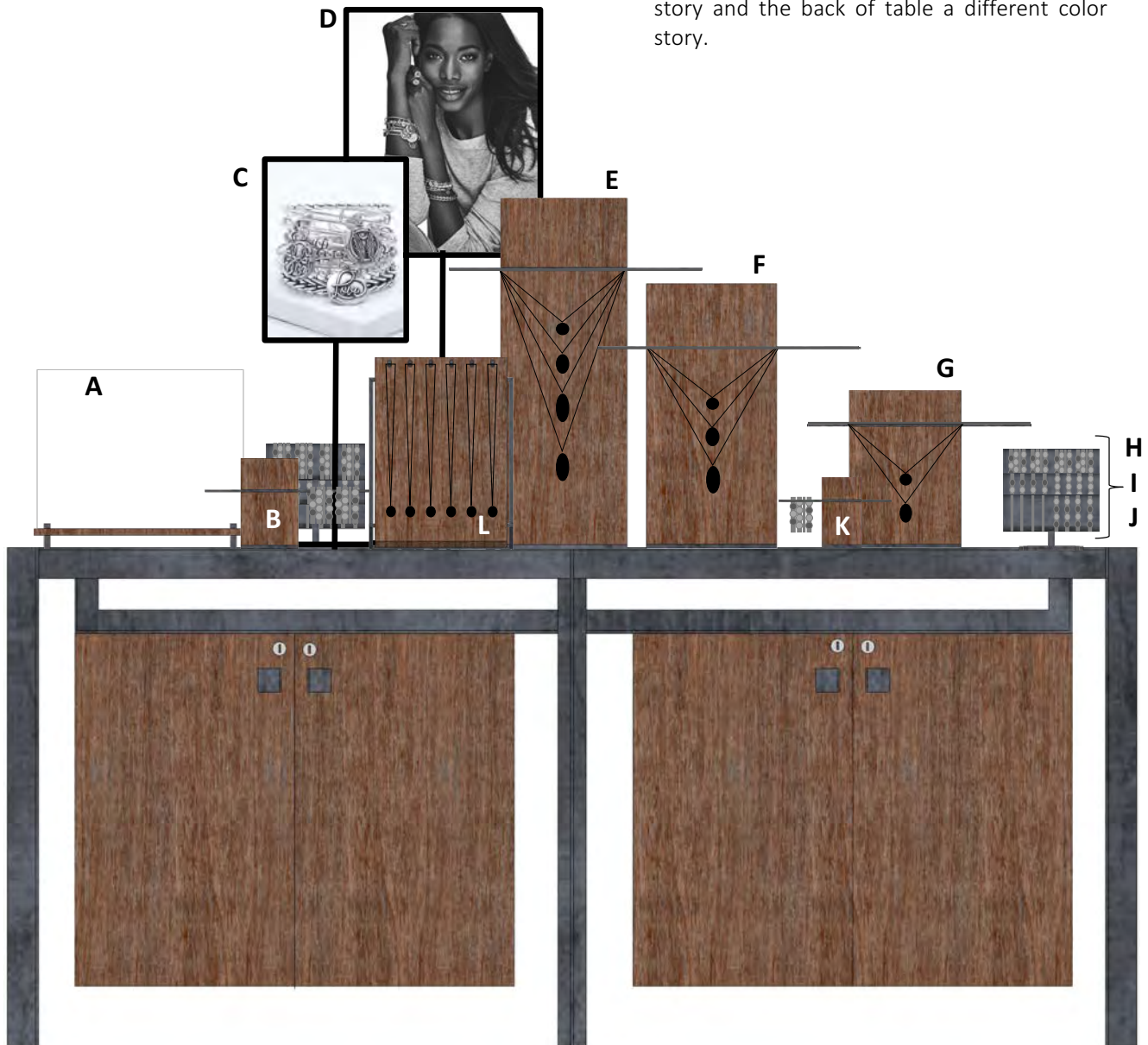
# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## LARGE FOCAL TABLE

### FIXTURE PLACEMENT

#### STANDARDS:

- Front side of table should feature one color story and the back of table a different color story.

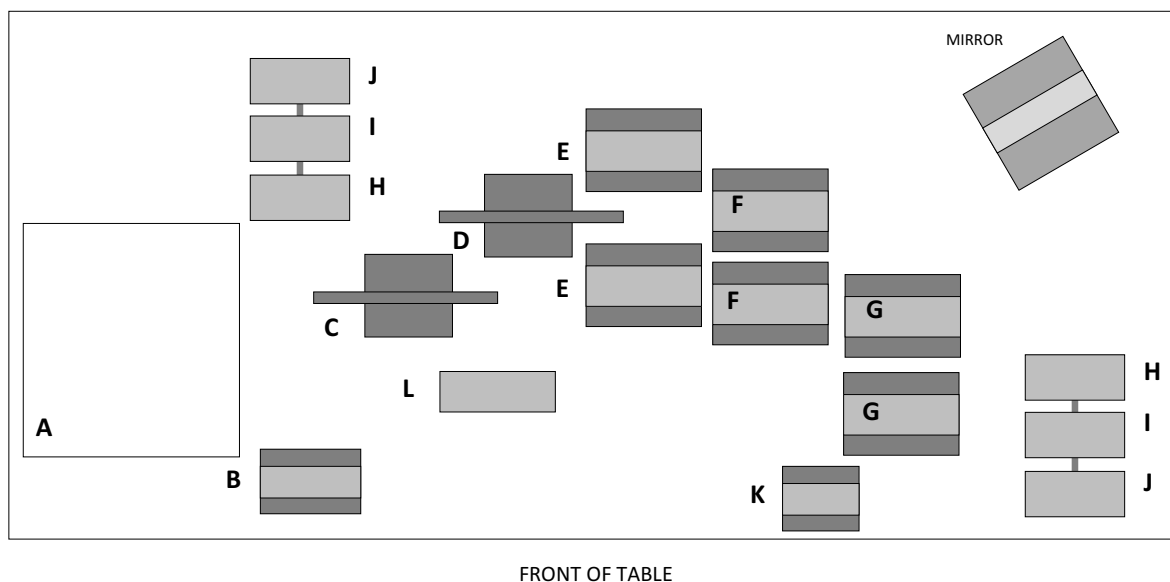


# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## LARGE FOCAL TABLE

### TOP VIEW ILLUSTRATING FRONT & BACK FIXTURE PLACEMENT

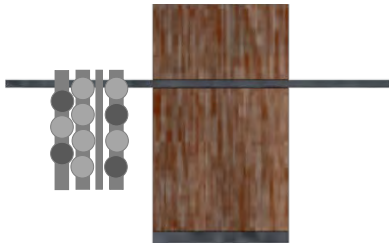
LETTER	FIXTURE
A	Museum Case
B	6" Bracelet Displayer
C	8.5"x11" Framette
D	11x14" Framette
E	22" Necklace Displayer
F	16" Necklace Displayer
G	11" Necklace Displayer
H, I, J	6" Bracelet Tubes – 3 heights
K	4" Bracelet Displayer
L	Multi Necklace Displayer
Back Corner	Mirror if available



# VISUAL MERCHANDISING STANDARDS & GUIDELINES

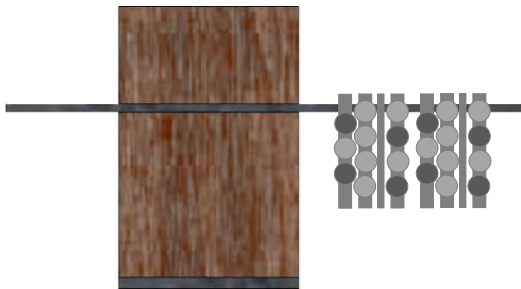
## LARGE FOCAL TABLE

### HOW TO MERCHANDISE FIXTURES



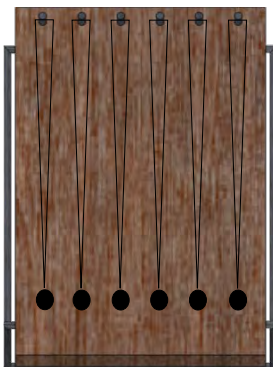
#### 4" Bracelet Displayer:

- Merchandise 4 bangles.
- Display color beaded and metal beaded.



#### 6" Bracelet Displayer:

- Repeat two sets of 4 bangles.
- Display color beaded and metal beaded.



#### Multi Necklace Displayer:

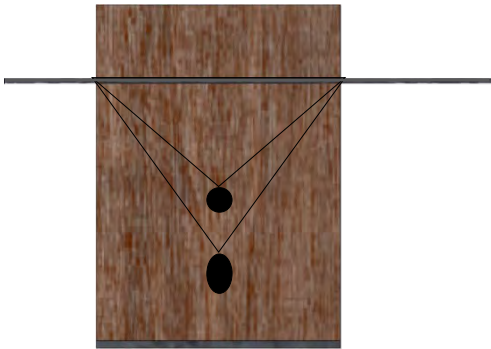
- Merchandise 6 necklaces in the same collection or category.
- Keep all tags, pulls, and beads even and neat.
- Alternate finishes.



# VISUAL MERCHANDISING STANDARDS & GUIDELINES

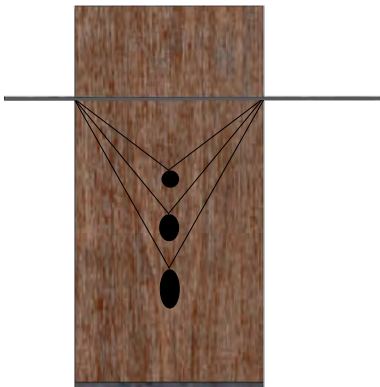
## LARGE FOCAL TABLE

### HOW TO MERCHANDISE FIXTURES



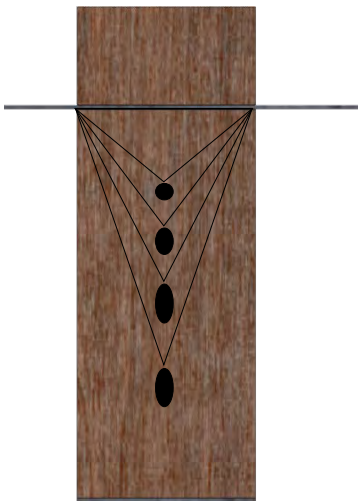
#### 11" Necklace Displayer:

- Merchandise 2 necklaces.
- Necklaces graduate in size with largest on the bottom.
- Anchor necklace with heaviest charm/crystal at the bottom.
- Layer on coordinating charms.
- Keep necklaces well balanced.
- Keep all tags, pulls, and beads even and neat.



#### 16" Necklace Displayer:

- Merchandise 3 necklaces.
- Necklaces graduate in size with largest on the bottom.
- Anchor necklace with heaviest charm/crystal at the bottom.
- Layer on coordinating charms.
- Keep necklaces well balanced.
- Keep all tags, pulls, and beads even and neat.



#### 22" Necklace Displayer:

- Merchandise 4 necklaces.
- Necklaces graduate in size with largest on the bottom.
- Anchor necklace with heaviest charm/crystal at the bottom.
- Layer on coordinating charms.
- Keep necklaces well balanced.
- Keep all tags, pulls, and beads even and neat.



# VISUAL MERCHANDISING STANDARDS & GUIDELINES

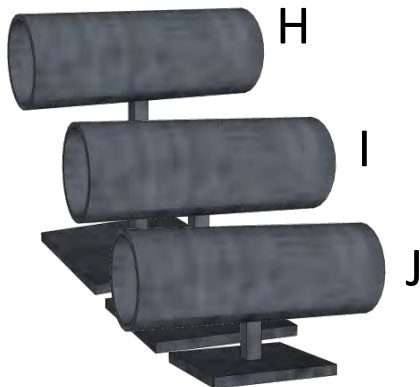
## LARGE FOCAL TABLE

### HOW TO MERCHANDISE FIXTURES



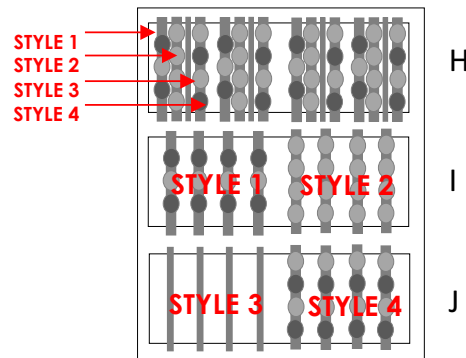
#### Museum Case:

- Merchandise according to planogram.
- Product should be merchandised both front and back within case.



#### 3-Tiered Bracelet Display:

- Always display as a Set/3.
- H. 1 set repeated 4 times
- I. 4 of **STYLE 1** and 4 of **STYLE 2** in set
- J. 4 of **STYLE 3** and 4 of **STYLE 4** in set



#### 8.5"x11" & 11"x14" Framettes:

- Display marketing assets as directed in floorset manual.
- Always overlap signage by approximately 1-2".

# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## HOW TO SET A CASE

### PREPARING THE CASE

#### STEP 1: Removing the Glass:

- Unlock the sliding glass doors and push them to the center of the case.
- Have one person stand on each side at the back of the case.
- While wearing protective safety gloves, place one hand underneath the glass toward the back of the case and push up.
- Slide the other hand to the front of the case and take hold of the glass.
- Slowly remove the glass from the case and lean against a wall on top of your anti-fatigue mat or on top of cardboard boxes.

#### STEP 2: Cleaning:

- Wipe down the inside of the case with paper towel and glass cleaner. To avoid damage to the case, spray glass cleaner onto the paper towel and not the case.
- Clean the lip of the case where the glass sits.

#### STEP 3: Grid System:

- The bottom of each case has a grid system that should be used as a guide to evenly place and space fixtures.
- **6ft. Cases:**
  - There are 17 squares across the case (horizontal) and 6 squares down the case (vertical).
  - Square 9 is always the center point.
- **4ft. Cases:**
  - There are 11 squares across the case (horizontal) and 6 squares down the case (vertical).
  - Square 6 is always the center point.



#### TIPS:

*You can purchase protective safety gloves for handling glass at any hardware store.*

*If you do not have all the elements a planogram calls for, adjust your case accordingly to create balance throughout the case.*

# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## HOW TO SET A CASE

### PREPARING THE PRODUCT FOR THE CASE

- STEP 1:** Organize product by Collection/Sub-Collection for each designated case.
- STEP 2:** **Pull Product for Display :**
- Refer to planogram for quantities and pull appropriate quantity for display.
  - The product in the case should be used for display only. Display product should only be sold if it is the last piece available. This will ensure the best looking displays at all times.
- STEP 3:** **Pull Fixtures for Display:**
- Use the planogram to determine what fixtures are needed per case.
  - If you do not have enough fixtures to fulfill the planogram's layout, place an order well in advance of the floorset.
- STEP 4:** **Tubing Product:**
- Tube what is called for on the planogram, if missing a SKU continue on to the next one.
  - Refer to "How To Tube Product."
- STEP 5:** **Set the Display:**
- Start merchandising the center back of the case and work forward from there.
  - Once the center of the case is set, begin setting the left and right sides of the case creating a mirror image.
  - The tubes, plaques and other fixtures in the back of the case should be on the highest level of riser, working down from there to create a waterfall effect.
  - Cases have a gridline to use as a guide for product placement.
  - Place all marketing assets as directed in planogram.
  - Include price blocks where indicated in planogram.

# VISUAL MERCHANDISING STANDARDS & GUIDELINES

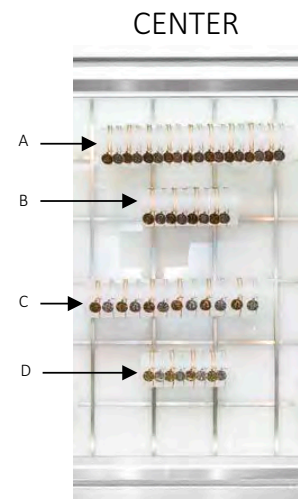
## HOW TO SET A CASE

### READING THE PLANOGRAM FOR A CASE

- Each case is divided into sections LEFT/CENTER/RIGHT. Each fixture within the section has a corresponding letter.
  - Set CENTER section first, then LEFT and RIGHT.
  - Read the coordinating key that identifies the product, quantity and fixture to be used.
- TIP: The Key contains the exact skus to be used. The picture is a general reference that may not contain all the elements required.*



LETTER	CATEGORY	PRODUCT	QTY	FIXTURE
A	PATH OF SYMBOLS: EWB	PATH OF LIFE   RG/RS	1 EACH	12" TUBE, TWO 4" DIVOTED RISERS
		CLADDAGH   RG/RS	1 EACH	
		LOTUS PEACE PETALS   RG/RS	1 EACH	
		TREE OF LIFE   RG/RS	1 EACH	
		UNEXPECTED MIRACLES   RG/RS	1 EACH	
		HAPPY BUDDAH   RG/RS	1 EACH	
		EYE OF HORUS   RG/RS	1 EACH	
		HAND OF FATIMA   RG/RS	1 EACH	
		APHRODITE'S FLOWER   RG/RS	1 EACH	
B	PATH OF SYMBOLS: EWB	PHOENIX   RG/RS	1 EACH	6" TUBE, 4" DIVOTED RISER
		SCARAB   RG/RS	1 EACH	
		OUROBOROS   RG/RS	1 EACH	
		WILD HEART   RG/RS	1 EACH	
C	INITIALS: EWB	A/RG, B/RS, C/RG, D/RS, E/RG, F/RS, G/RG, H/RS, I/RG, J/RS, K/RG, L/RS, M/RG, N/RS, O/RG, P/RS, Q/RG, R/RS	1 EACH	12" TUBE, TWO 3" DIVOTED RISERS
D	INITIALS: EWB	S/RG, T/RS, U/RG, V/RS, W/RG, X/RS, Y/RS, Z/RG	1 EACH	6" TUBE, INSERT, 2" DIVOTED RISER

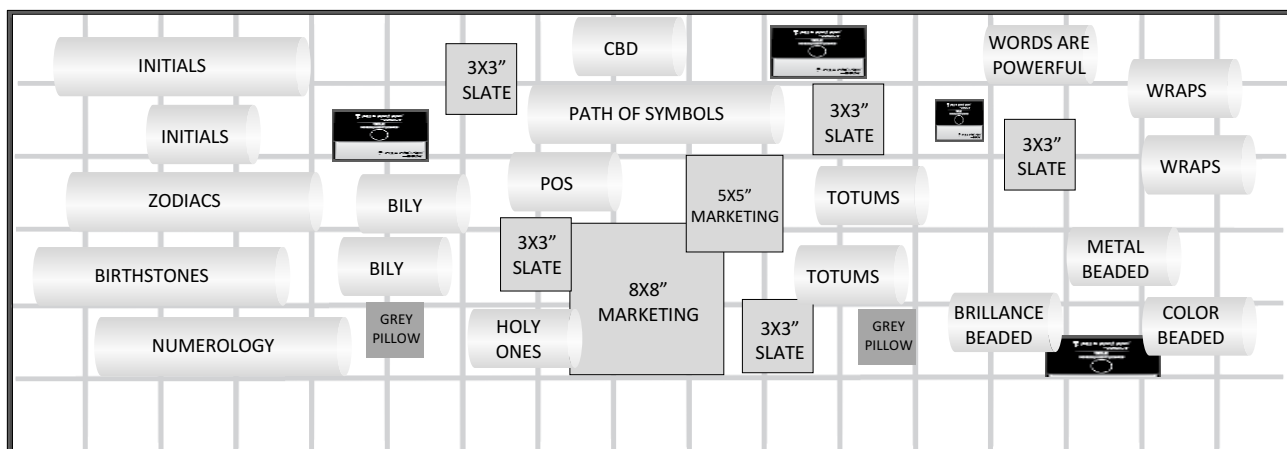


# VISUAL MERCHANDISING STANDARDS & GUIDELINES

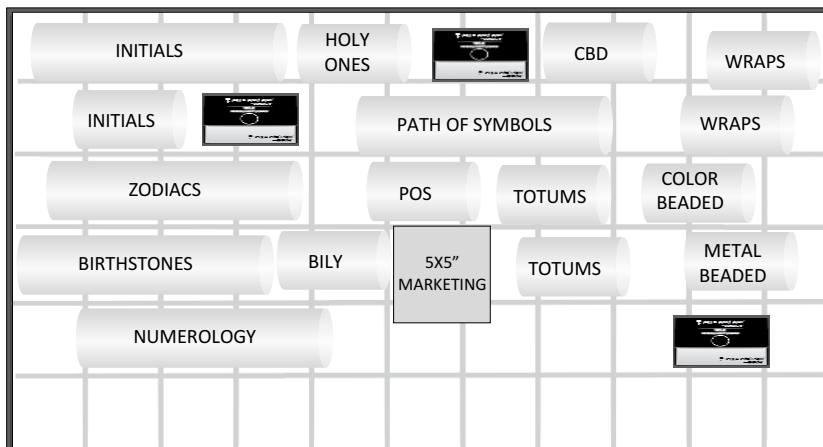
## HOW TO SET A CASE

### SETTING A 6FT & 4FT CASE

Example of BB1/2 Case



Example of BB1/2 Case - condensed



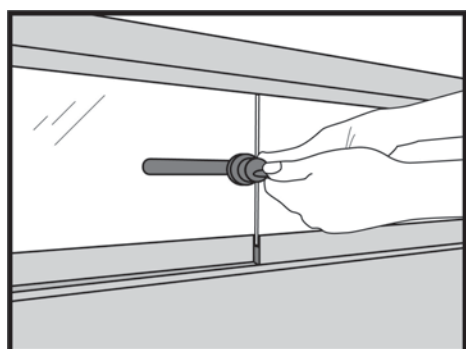
#### GUIDELINES:

- Remove larger marketing.
- Remove any pillow accents and slate plaque accents.
- Condense Because I Love You (BILY) collection down to one 6" tube. Display one of each charm, alternate finishes.

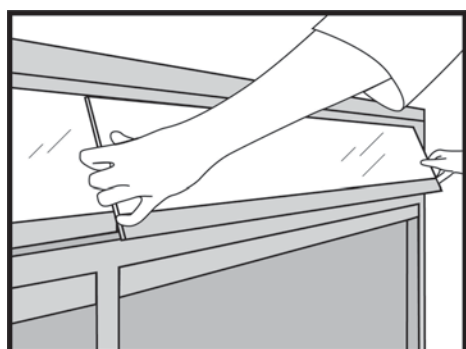
# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## HOW TO INSTALL BACK-OF-CASE CLINGS

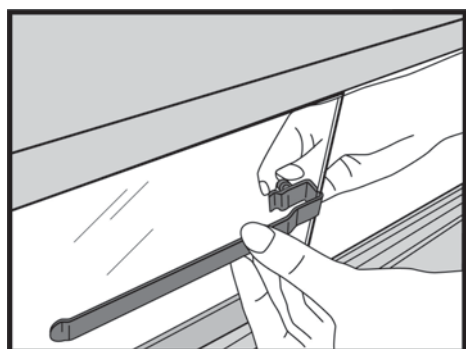
Some floorsets will require Back-of-Case Clings. These are marketing assets that are applied to the inside of each sliding door on a metal case. Refer to the floorset manual for placement of these clings.



**STEP 1:** Both sliding doors rest on tracks. The left door sits on the inside track of the case and the right door sits on the outside track. The locking mechanism should always be placed on the left door. Unlock and remove the lock from the locking mechanism on the left door. Keep the lock in a safe place.



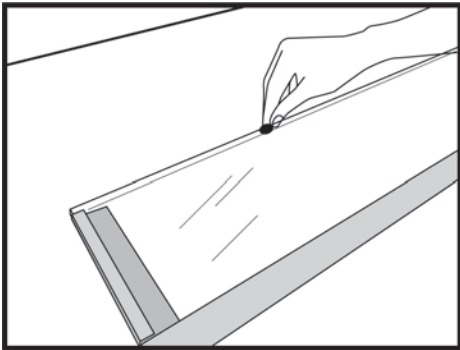
**STEP 2:** Lift up to remove the right door from the track and store it safely.



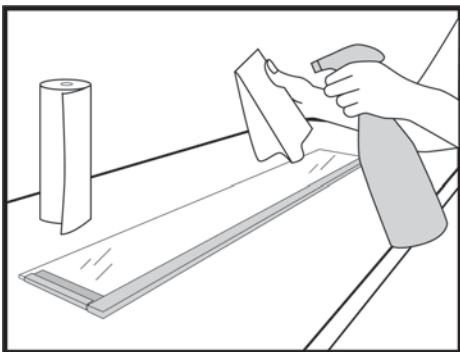
**STEP 3:** Remove the locking mechanism on the left door by loosening the screw and sliding it off. Store the locking mechanism with the lock. Lift the left door up and remove from the track.

# VISUAL MERCHANDISING STANDARDS & GUIDELINES

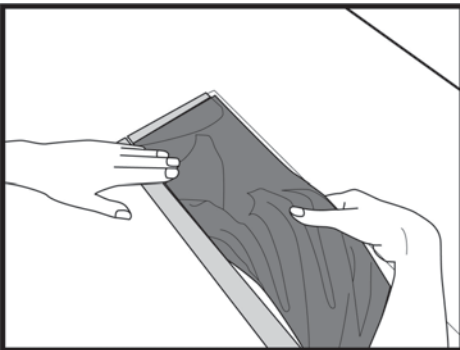
## HOW TO INSTALL BACK-OF-CASE CLINGS



**STEP 4:** Place the left door on a flat surface with the handle facing down. Remove the two black clips on the top of the door and store with the lock.



**STEP 5:** Clings adhere to the INSIDE of the sliding glass doors. Clean the inside of the glass before applying the cling using glass cleaner and a paper towel.

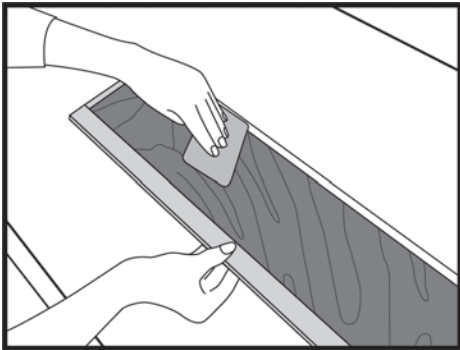


**STEP 6:** Align the cling along the back of the handle and bottom of the glass. Begin peeling a section of the backing away from the cling.

*Tip: when peeling the backing, peel a small section at a time.*

# VISUAL MERCHANDISING STANDARDS & GUIDELINES

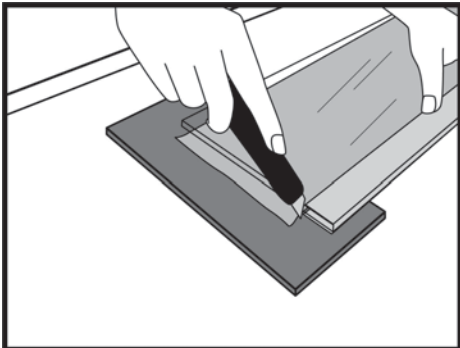
## HOW TO INSTALL BACK-OF-CASE CLINGS



### STEP 7:

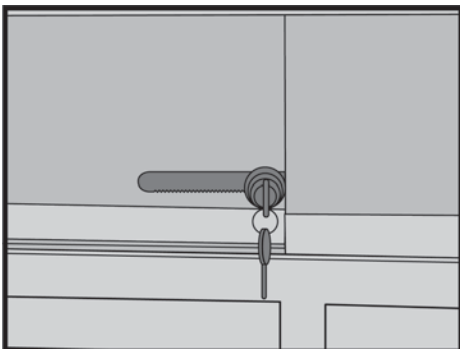
Use a squeegee to adhere the first part of the cling to the glass and remove any bubbles. Continue to peel away the backing and repeat this process. Continue until the entire cling is adhered to the sliding glass door.

*Tip: Ensure the graphic pattern on the cling aligns properly. Refer to the floorset manual for visual reference.*



### STEP 8:

If the cling is too large, place a piece of cardboard underneath the glass and use a box cutter and trim the excess. Repeat this process on the right door. Replace the two black clips on top of both doors.



### STEP 9:

Place the left door back on the inside track. Apply the locking mechanism back on the left door and tighten the screw to keep the mechanism in place. Place the right door back on the outside track. Once completed add the lock to the mechanism and lock doors in place.

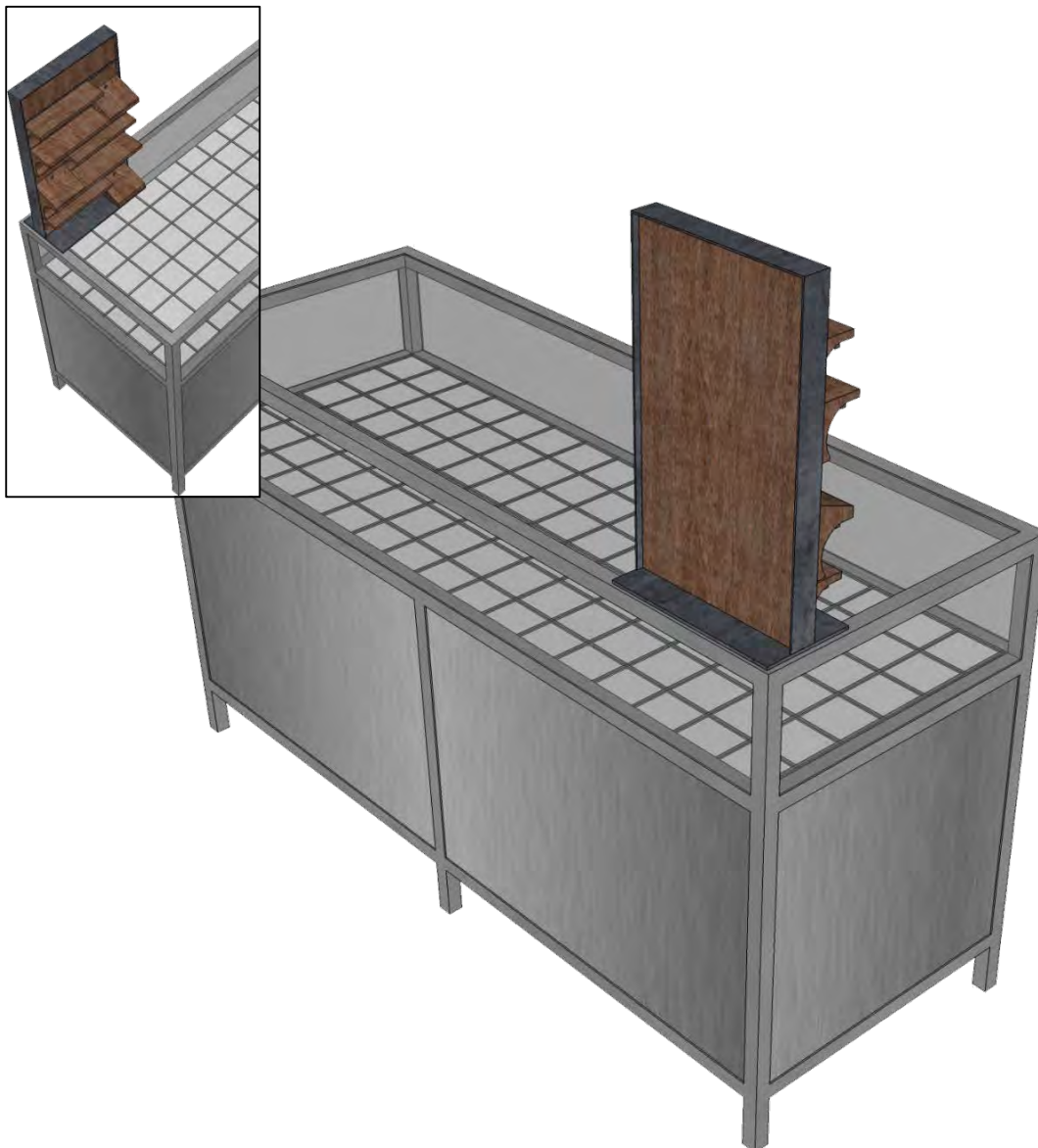


# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## TOP-OF-COUNTER FIXTURES

**STANDARD:**

- Place fixture on the very back corner of the case resting the fixture on the stainless steel back corner.



# VISUAL MERCHANDISING STANDARDS & GUIDELINES

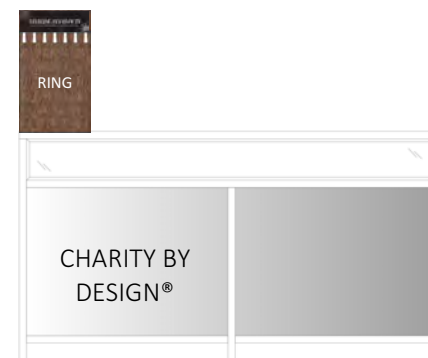
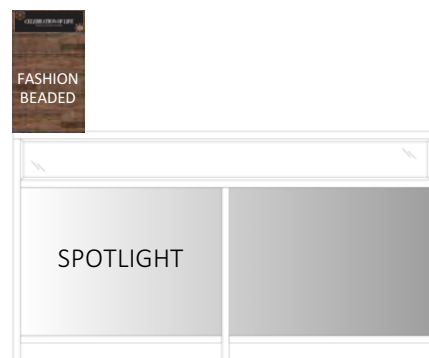
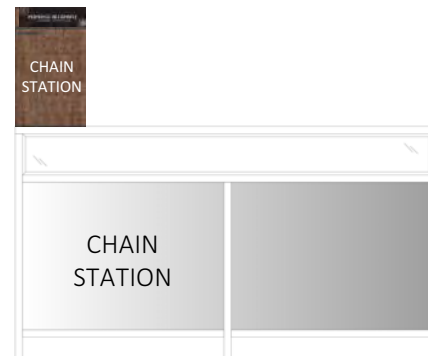
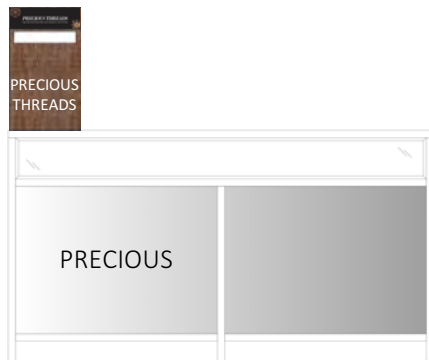
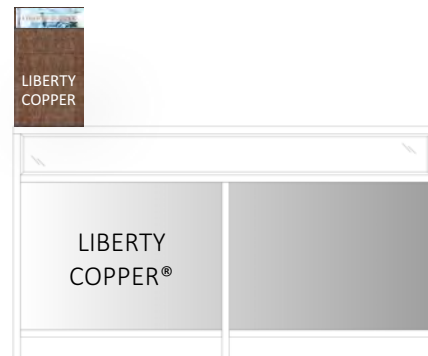
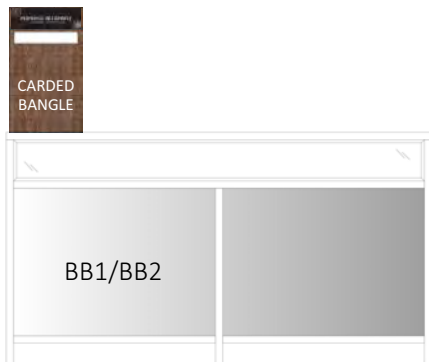
## TOP-OF-COUNTER FIXTURES

### STANDARDS:

- Anchor each fixture to the LEFT end of their designated case as illustrated unless otherwise noted in floorset manual.
- Anchor the fixture on the RIGHT end of its designated case if it is the last case in the row.

### GUIDELINE:

- For stores with less than 6 cases contact Visual Merchandising Coordinator for placement guidelines.



# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## TOP-OF-COUNTER FIXTURES

### CARDED BANGLE FIXTURE

#### STANDARDS:

- The Carded Bangle TOC Fixture always sits on the BB1/2 Case unless otherwise noted in a floorset manual.
- Keep product on tube straight and evenly spaced.
- Push all ALEX AND ANI logo tags to the back of the tube ensuring they are not visible to the customer.
- Tuck the UPC tags under these tags ensuring they too are not visible to the customer.
- Product on tube should follow the same order as the carded product.
- Keep this fixture full at all times.

#### GUIDELINES:

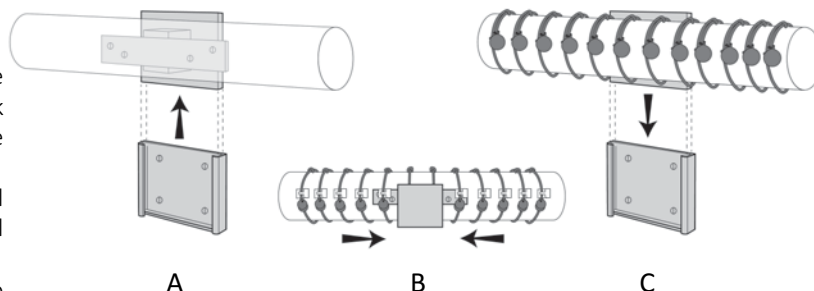
- Alternate RAFAELIAN GOLD®/ RAFAELIAN SILVER® finishes on tube.
- Card bangles before loading fixture.
- Load only 1 card per slot.
- As product sells down, always keep front slots filled.



#### REMOVING DISPLAY TUBE:

This fixture has a removable 12" display tube. Remove tube to merchandise product.

- To remove the 12" tube, slide the metal bracket on the back of the tube up and out of the channel on the fixture.
- Slide product over metal bracket to ensure equal spacing.
- Re-insert metal bracket into the holder.



# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## TOP-OF-COUNTER FIXTURES

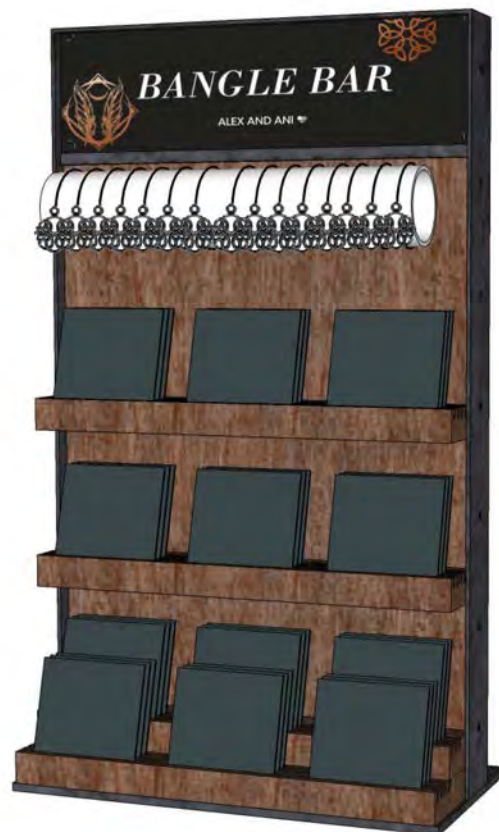
### CARDED BANGLE FIXTURE

#### STANDARDS:

- **Maximum capacity** for this fixture is 12 individual SKUs
- Rows 1, 2 & 3 display 4 across and 6 deep
- Row 4 displays 4 across and 3 deep
- **Minimum capacity** for this fixture is 9 SKUs
- All rows display 3 across and 2-3 deep



MAXIMUM CAPACITY



MINIMUM CAPACITY

# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## HOW TO CARD A BANGLE

Follow these steps to ensure each EWB hangs correctly on their meaning card.

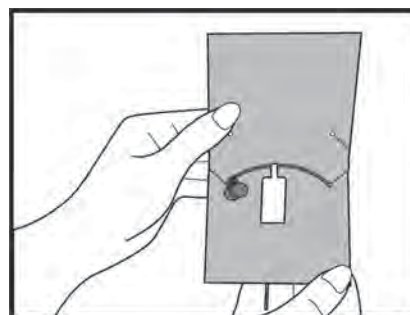
### STEP 1:

Gently bow the sides of the meaning card.



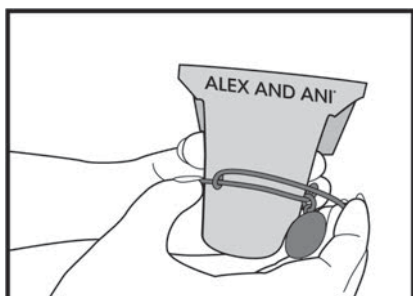
### STEP 4:

Ensure all tags are inside the card.



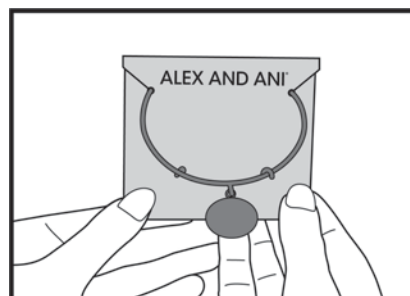
### STEP 2:

Hold bowed card in one hand while sliding bangle onto card. Keep charm to the right.



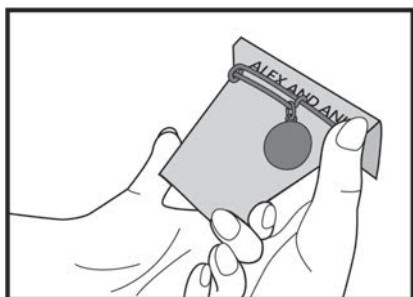
### STEP 5:

Fold card along score. Hold bottom corners and slightly bow card until bangle lays flat.



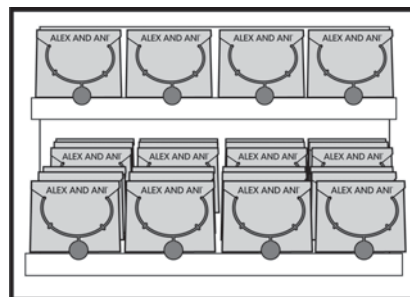
### STEP 3:

Gently pull down on bangle to slide into slots.



### STEP 6:

Place carded bangle in fixture and center charm at bottom of bangle.





# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## TOP-OF-COUNTER FIXTURES

### KINDRED CORD/PRECIOUS THREADS® FIXTURE

#### STANDARDS:

- The Kindred Cord/PRECIOUS THREADS TOC fixture always sits on the Precious Case unless otherwise noted in a floorset manual.
- Keep product on tube straight and evenly spaced.
- All tags should be hidden behind tube.
- Product on tube should follow the same order as the carded product.
- Keep this fixture full at all times.

#### GUIDELINES:

- Load only 1 card per slot.
- As product sells down, always keep front slots filled.

*TIP: An easy way to keep cards evenly spaced is to place 2 fingers between each row of cards.*



# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## TOP-OF-COUNTER FIXTURES

### BEADED BANGLE

#### STANDARDS:

- The Beaded Bangle TOC Fixture always sits on the Spotlight Case unless otherwise noted in a floorset manual.
- Keep all tags facing back against the fixture's wall.
- Keep each bangle hook full.
- Keep this fixture full at all times.

#### GUIDELINES:

- **Merchandise each row with one color palette** – Silver tone with Color Beaded or Gold tone with Color Beaded.
- As product sells down, fill with core metal beaded in coordinating RG/RS.
- This fixture allows for 3 display sets. Merchandise new color beaded with 1-2 new core symbol EWB's.
- Tie each set with black ribbon hiding tags under ribbon.
- **Display Set 1:** use bangles from same row to build the display set.
- **Display Set 2:** use bangles from same row to build the display set.
- **Display Set 3:** use bangles from same row to build the display set.



# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## TOP-OF-COUNTER FIXTURES

### CHAIN STATION

#### STANDARDS:

- The Chain Station TOC Fixture always sits on the Chain Station Case unless otherwise noted in a floorset manual.
- Align tags and pull chain beads when displaying necklaces.
- Ensure all charms in packaging are facing up and aligned.
- Tuck UPC tags behind display bar.
- Keep this fixture full at all times.

#### GUIDELINES:

- Layer 2 necklaces with new Chain Station Charms from the current month or season.
- Accent with Zodiac and Birthstone Charms of current month.
- Load card slots with Gold tone and Silver tone ECN's.
- Load only 1 card per slot.
- As product sells down, always keep front slots filled.





# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## TOP-OF-COUNTER FIXTURES

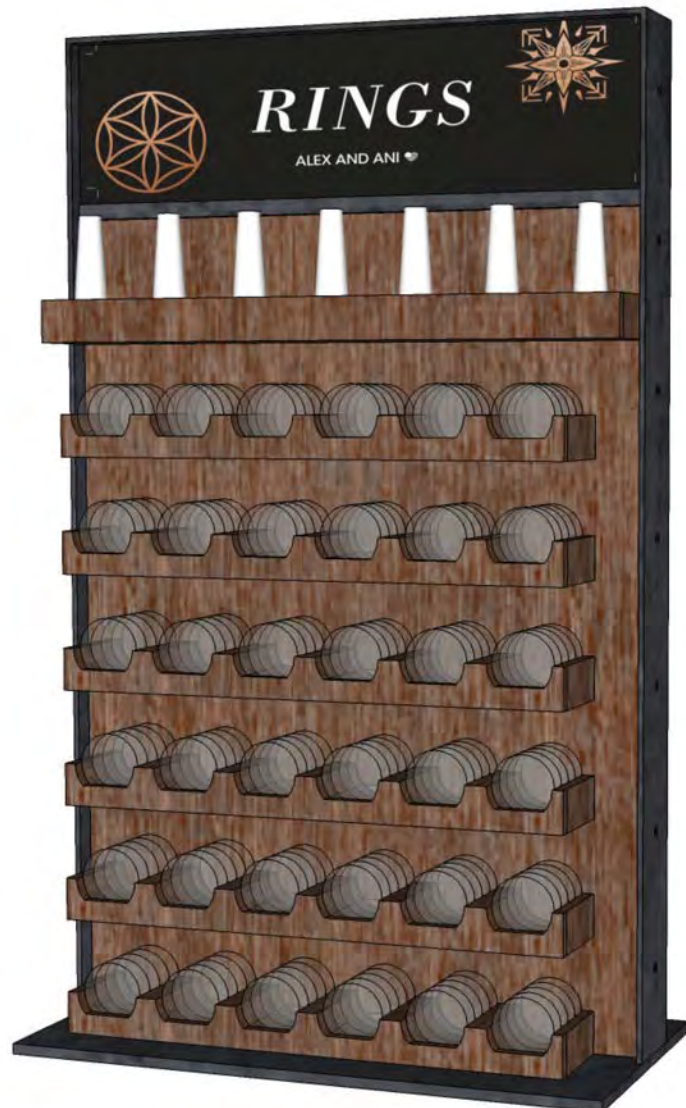
### RING

#### STANDARDS:

- The Ring TOC Fixture always sits on the Charity by Design® Case unless otherwise noted in a floorset manual.
- Ensure all rings in packaging are facing up and aligned.
- Keep this fixture full at all times.

#### GUIDELINES:

- Alternate Gold tone/Silver tone in carriers as necessary.
- As new styles arrive:
  - Update ring cones as needed.
  - Place new items on top rows.
  - Display only one spoon ring per cone.
  - Layer no more than 2 ring wraps per cone.



# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## TOP-OF-COUNTER FIXTURES

LIBERTY COPPER®

### STANDARDS:

- The LIBERTY COPPER TOC Fixture always sits on the LIBERTY COPPER Case unless otherwise noted in a floorset manual.
- This display should only hold SILVER product.
- Keep this fixture full at all times.
- As product sells down, always keep front slots filled.

### GUIDELINES:

1st Row:

2 rows of Small, 2 rows of Medium, 2 rows of Large LIBERTY COPPER charms.

2nd Row:

2 rows of Medallions, 2 rows of Women's Spoon Rings, 2 rows of Men's LIBERTY COPPER Spoon Rings.

3rd Row:

LIBERTY COPPER Kindred Cords.

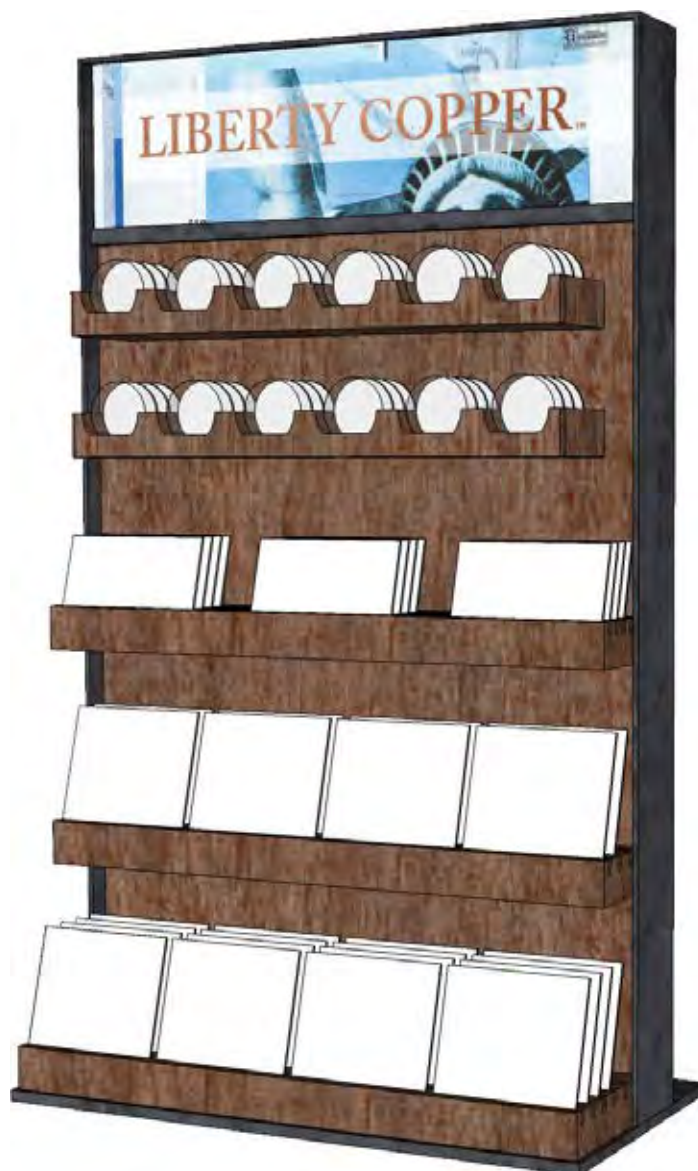
4<sup>th</sup> Row:

LIBERTY COPPER Small EWB.  
Fixture holds up to 4 cards across.

5<sup>th</sup> Row:

LIBERTY COPPER Large EWB.  
Fixture holds up to 4 cards across.

*TIP: Polish product weekly with ALEX AND ANI polishing cloth.*



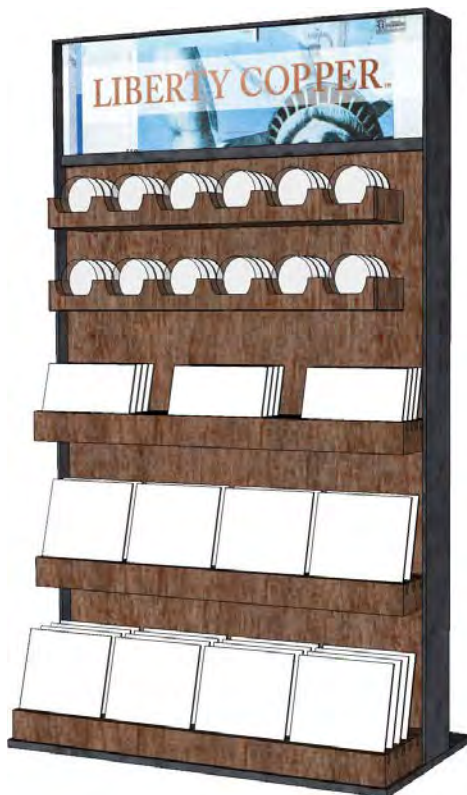
# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## TOP-OF-COUNTER FIXTURES

LIBERTY COPPER®

### STANDARDS:

- **Maximum capacity** for this fixture is 23 individual skus
- Rows 1 & 2 display 6 across and 2 deep
- Row 3 displays 3 across and 4 deep
- Row 4 displays 4 across and 4 deep
- Row 5 displays 4 across and 5 deep
- **Minimum capacity:** All rows display 3 across and 2-3 deep



MAXIMUM CAPACITY



MINIMUM CAPACITY

# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## FREE STANDING OPEN SELL FIXTURE

### CHAIN STATION/PACKAGE A

#### STANDARDS:

- Ensure marketing is current.
- Keep back stock stored under fixture.
- Keep this fixture full at all times.
- If fixture stands alone, expand both mirrors and side shelves.
- If two fixtures live next to one another, ONLY expand the mirrors and shelves on the open ends of the fixture.

#### GUIDELINES:

##### *Component 1 – Left Necklace Displayer:*

- Necklace bar overhangs on left.
- Layer 2 necklaces. Follow floorset manual.

##### *Component 2 – 8"x11" Marketing Block:*

- Adhere seasonal marketing.

##### *Component 3 – Right Necklace Displayer:*

- Necklace bar overhangs on right.
- Layer 2 necklaces. Follow floorset manual.

##### *Components 4,6,7,8,9 – Charm Displayers:*

- Keep one collection per component whenever possible. (i.e. #4 Zodiac, #6 Initials, #7 Planets.)
- Alternate slots RG/RS.
- Follow floorset manual for seasonal additions.

#### TIPS:

- Anchor necklaces with heaviest charm or crystal at the bottom.
- Layer on coordinating charms.
- Keep necklaces well balanced.
- Keep all tags, pulls, and beads even.
- Keep product packaging straight and aligned.





# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## FREE STANDING OPEN SELL FIXTURE

### FEATURE/PACKAGE B



#### STANDARDS:

- Ensure marketing is current.
- Keep back stock stored under fixture.
- Keep this fixture full at all times.
- If fixture stands alone, expand both mirrors and side shelves.
- If two fixtures live next to one another, ONLY expand the mirrors and shelves on the open ends of the fixture.

#### GUIDELINES:

##### *Component 1 – Left Necklace Displayer:*

- Necklace bar overhangs on left.
- Layer 2 necklaces. Follow floorset manual.

##### *Component 2 – 8"x11" Marketing Block:*

- Adhere season marketing.

##### *Component 3 – Right Necklace Displayer:*

- Necklace bar overhangs on right.
- Layer 2 necklaces. Follow floorset manual.

##### *Shelves:*

- Follow floorset manual for direction on merchandising seasonal collections.

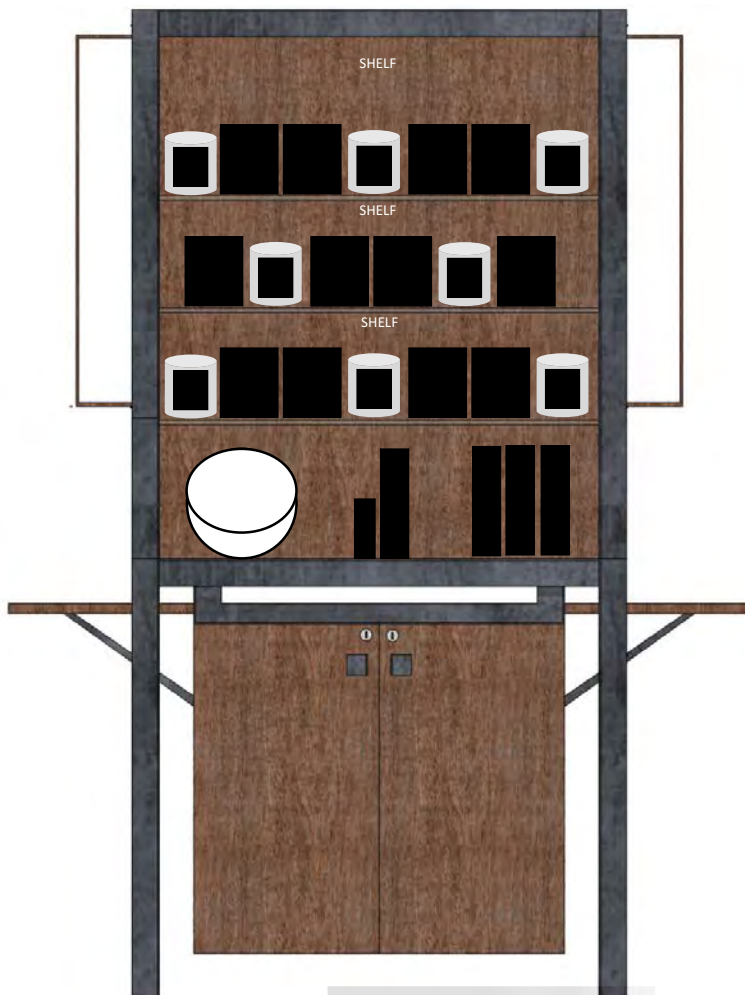
##### *TIPS:*

- Anchor necklaces with heaviest charm or crystal at the bottom.
- Layer on coordinating charms.
- Keep necklaces well balanced.
- Keep all tags, pulls and beads even.
- Keep product packaging straight and aligned.

# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## FREE STANDING OPEN SELL FIXTURE

EXTENSION/PACKAGE C



### STANDARDS:

- Keep back stock stored under fixture.
- Keep this fixture full at all times.
- If fixture stands alone, expand both mirrors and side shelves.
- If two fixtures live next to one another, ONLY expand the mirrors and shelves on the open ends of the fixture.

### GUIDELINES:

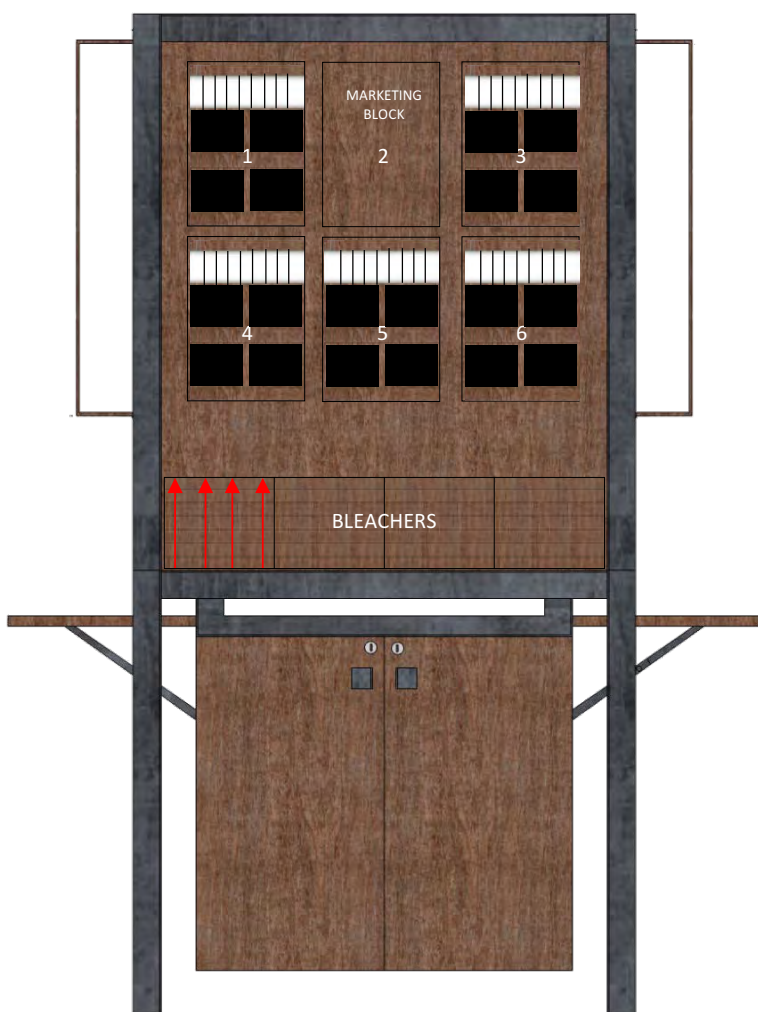
#### *Shelves:*

- Follow floorset manual for direction on merchandising seasonal collections.
- There are many display techniques to create compelling displays:
  - Symmetry & Balance: keep displays simple and uncluttered.
  - Repetition: helps product stand out.
  - Odd numbers: this works well as it takes the brain slightly longer to process and retain and visually looks more attractive.
  - Color Blocking: captures attention and creates impact.
  - Mirroring and triangulation: creating a high focal point and/or triangle effect draws the eye and is very impactful.

# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## FREE STANDING OPEN SELL FIXTURE

KINDRED CORD/PRECIOUS THREADS/PACKAGE D



### STANDARDS:

- Ensure marketing is current.
- Keep back stock stored under fixture.
- Keep this fixture full at all times.
- If fixture stands alone, expand both mirrors and side shelves.
- If two fixtures live next to one another, ONLY expand the mirrors and shelves on the open ends of the fixture.
- Display only 1 card per slot.
- As product sells down, keep front slots filled.

### GUIDELINES:

*Components 1,3,4,5,6* – Carded Bracelet Displayer:

- Tube holds 8-10 Kindred Cord/PRECIOUS THREADS.
- Each component has 2 shelves.
- Each shelf holds 2 cards across.
- Alternate cards RG/RS.

*Component 2* – 8"x11" Marketing Block:

- Adhere seasonal marketing.

*Bleachers:*

- Bleachers hold 4 cards across.
- Alternate RAFAELIAN GOLD® / RAFAELIAN SILVER® finishes.
- Merchandise either alphabetically or by color story.
- Begin merchandising with left bleacher, first row and work back.
- To space cards evenly, place two fingers between each row of cards.

# VISUAL MERCHANDISING STANDARDS & GUIDELINES

## CASH WRAP

### STANDARDS:

The following should always be on your cash wrap:

- One 5"x7" Return Policy
- One Wooden Display Tray filled with Polishing Cloths and/or SCENT 7
- One 5"x7" Military Discount Policy
- See current Floorset Manual or Directives for any additional merchandising





# HOW TO's

## HOW TO READ YOUR STORE LAYOUT

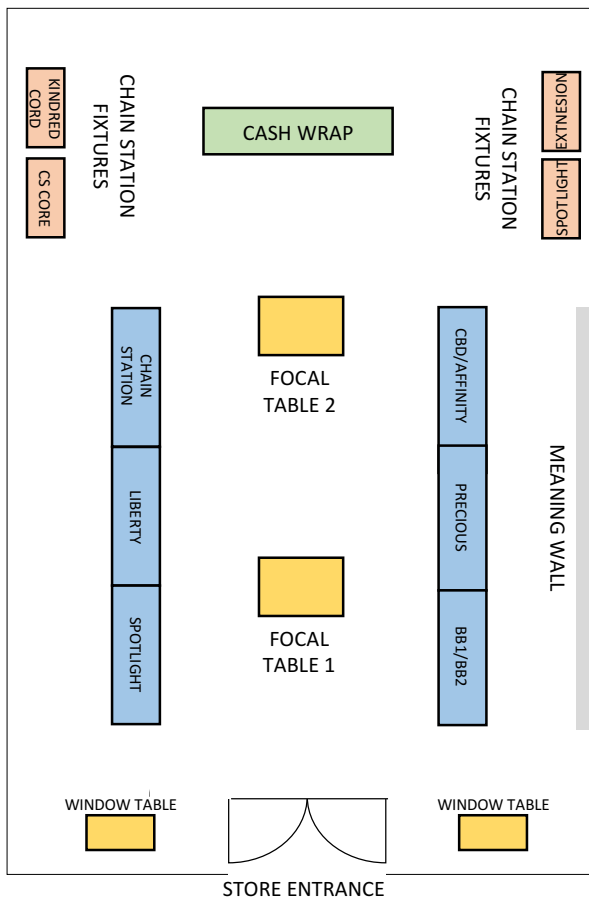
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Each store has its own unique store layout. Place your store's layout here.

# HOW TO's

## HOW TO READ YOUR STORE LAYOUT

The ALEX AND ANI store layout has been thoughtfully designed to deliver a unique, branded experience. The placement of each fixture and wall graphic is with purpose – to create a meaningful journey throughout the store. When looking at a store layout, consider the following:



### Proprietary & Recognizable:

- Each store has a cohesive, on brand design aesthetic

### Desired Customer Experience:

- Inspiring Merchandising
- Interactive Shopping

### Store Flexibility:

- Window Systems
- Fixtures
- Table Surfaces

### Store Consistencies:

- Store Front
- Fixture Layout
- Walls
- Environmental Lighting

### Window Displays:

The customer journey begins when they are drawn into the store by visually captivating window displays.

### Meaning Wall:

The meaning wall is purposely placed behind the Bangle Bar 1/2 case to educate the customer on our iconic symbols and their meanings, all of which support the customer along their journey.

### BB1/2 and Spotlight Cases:

The BB1/2 Case is located in the front of the store as its product is the pillar of the brand and where we want the journey to begin. The Spotlight Case is also located in the front of the store to highlight newness.

### Open Sell Free Standing Chain Station Fixture:

Located next to the Chain Station case its purpose is to create an interactive experience for the customer where they can experiment and build a necklace.

### Visual Magnetics:

The Visual Magnetics change out seasonally and directly tie into the case or fixture beneath them.

# HOW TO's

## HOW TO MERCHANDISE FIXTURES

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### Acrylic Plaques:

- Can be used in case and Top-of-Counter.
- Each plaque has a frosted and smooth side. The frosted side should always be facing up.
- Plaques can be displayed on risers or layered on other fixtures as directed in a planogram.
- Can display: single, multiple or set of bangles, earrings or rings.



### 6" & 12" Tubes with Base:

- Only used on Top-of-Counter.
- Can sit on 1" or 2" risers for additional height.
- Can display up to 10 bangles on a 6" tube 20 bangles on a 12" tube as well as multiple sets.

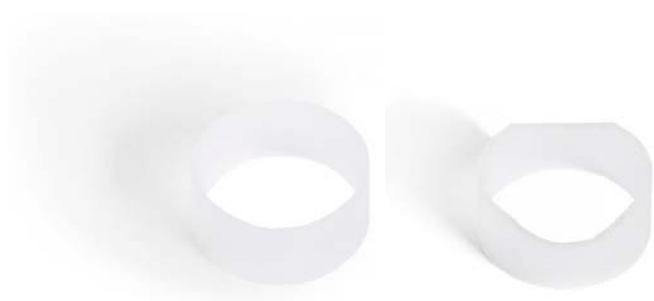


### 6" & 12" Tubes:

- Can be used both horizontally and vertically.
- In case tubes are typically laid horizontally on a DIVOTED riser.
- 6" tubes rest on one riser.
- 12" tubes rest on two risers.

# HOW TO's

## HOW TO MERCHANDISE FIXTURES



### Risers:

- There are 2 types of risers: flat and divoted.
- **Flat Risers** can be stacked to create up to 4" of height.
- **Flat Risers** come in 2 heights: 1" and 2" and are used to display plaques and marketing assets. A 1" + 2" = 3" height. A 2" + 2" = 4" height.
- **Flat Risers** have a "tacky" side that should always face up to hold a fixture or marketing asset in place.
- **Flat Risers** can be placed under American 925 fixtures to add height.
- **Divoted Risers** come in 4 heights: 1", 2", 3" and 4" and are only used to display tubes.
- Use one column of risers for a 6" tube and two columns of risers for a 12" tube.



### Meaning Card & Sign Holder:

- **Meaning Card holders** can be used in case or Top-of-Counter.
- Display front of card on holder next to corresponding product.
- **Sign Holders** can be used in case or Top-of-Counter.
- Display core or seasonal marketing.



### Necklace Easels & Ramps:

- 5"x5" necklace easels can be used in case or Top-of-Counter.
- 5"x11" necklace easels can be only be used on Top-of-Counter.
- Necklace Ramps are used in case only.
- Use the notches/clips on these fixtures to hold the necklace(s) in place.
- Display no more than 2 necklaces on fixture.
- Keep beads evenly spaced and tags behind the fixture.

# HOW TO's

## HOW TO MERCHANDISE FIXTURES

### HOW TO TUBE PRODUCT



Horizontal Tube



6" Vertical Tube

12" Vertical Tube



Metal Beaded Tube

#### Tubing Product:

- Display no more than 10 bangles on a 6" tube and no more than 20 bangles on a 12" tube.
- Space bangles evenly leaving one thumb's width at each end.
- Alternate finishes, starting with RAFAELIAN GOLD. Tighten each bangle before tubing so that it stays in place. The bangle will not slide on the tube once it is tightened properly.
- Push all ALEX AND ANI logo tags to the back of the tube ensuring they are not visible to the customer.
- Tuck the UPC tags under these tags ensuring they too are not visible to the customer.

#### Missing SKU:

- Tube what is called for on the planogram, if missing a SKU continue on to the next one in the next finish.
- Do not leave a blank space for the missing SKU.

#### Horizontal Tubes:

- Line the hinges of the expandable mechanism so that the charms lay evenly in a straight line.
- The charm should hang to the left of the bangle on a horizontal tube, as shown.
- Flat charms should overlap the bangle to the right.

#### Vertical Tubes:

- Line the hinges of the expandable mechanism down the middle of the tube.
- Charms should hang on the bottom of the expandable mechanism.
- RAFAELIAN GOLD finish charms hang to the left and RAFAELIAN SILVER finish to the right.

#### Color and Metal Beaded:

- Leave 1" of tube on each side.
- Always create a pattern that is exciting to the eye with an assortment of beads and colors (4-5 beads in a pattern)
- Starting in the center, create a pattern repeating each bangle 2 to 3 times, mirroring each side.

# HOW TO's

## HOW TO MERCHANDISE FIXTURES

### HOW TO TUBE PRODUCT

#### Vintage Sixty-Six:

- Tighten wraps carefully.
- All tags should face the same direction, hanging down and to the left.

#### Condensing Product:

- When a 12" tube has 10 or less bangle, condense to a 6" tube.
- When a collection is merchandised on two 12" tubes, condense to one 12" tube when there is a total of 20 bangles on both tubes.
- Evenly space bangles when there are 6 or less on a tube.
- *TIP: Less fixtures with more product is visually more appealing than more fixtures with less product on each.*



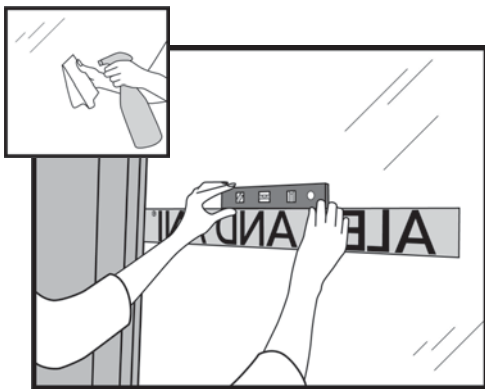
#### Creating a Set:

- Choose a theme or person: Love, Luck, Protection, Nautical, Mom, Teacher, etc.
- When creating a set for a specific case, only use bangles from that case.
- Sets contain 3 charm bangles and 6-9 color and/or metal beaded bangles.
- Stack bracelets in the order to be displayed.
- Space out charms between beaded.
- Keep all UPC tags to the back and together with all ALEX AND ANI tags to one side of the UPC tag.
- Wrap the UPC tags around the back of the set
- Tie black velvet ribbon into a small bow on top of tags. Cut off any excess ribbon.

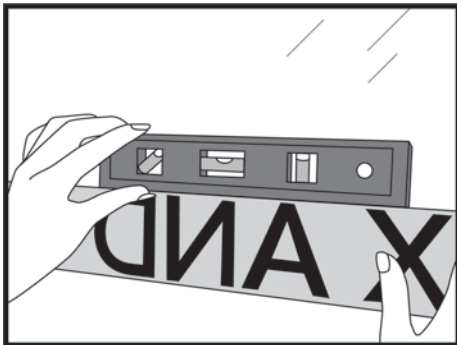
# HOW TO's

## HOW TO INSTALL VINYL CUT GRAPHICS

All vinyl cut graphics adhere to the inside of the store's window. Please take your time when installing these graphics. To ensure proper installation, you will need a level, tape, and squeegee (included with graphics from vendor).



**STEP 1:** Clean all windows with glass cleaner before applying vinyl cut graphics. Follow the floorset manual and tape graphics in position on window. Ensure all graphics are aligned at the same height across all windows.



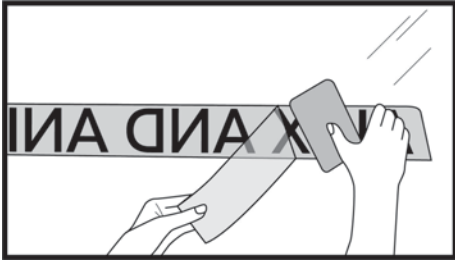
**STEP 2:** Once in place, use the level to make sure the graphic is perfectly straight. The graphic is level when the bubbles on the level are centered between the black lines.



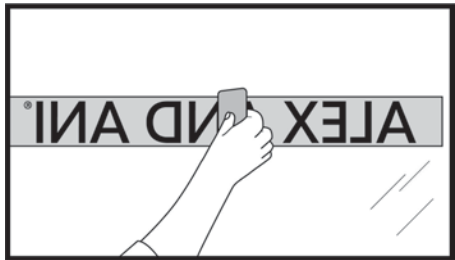
**STEP 3:** Once in place, using a squeegee, apply pressure over the entire graphic to ensure the graphic is affixed to the backer.

# HOW TO's

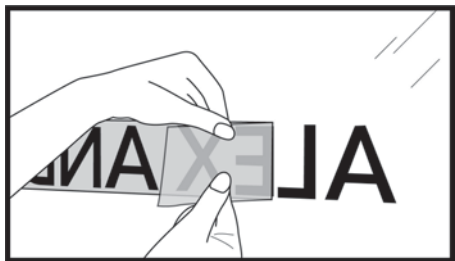
## HOW TO INSTALL VINYL CUT GRAPHICS



**STEP 4:** While peeling the backing away, apply the graphic to window using the squeegee. Please go slowly.



**STEP 5:** Squeegee over the entire graphic in both vertical and horizontal directions until entire graphic is applied to window.



**STEP 6:** Carefully remove mask material leaving graphic adhered to glass.



**STEP 7:** If any bubbles appear after installation, apply pressure with a squeegee to push the bubbles to the nearest edge.



# HOW TO's

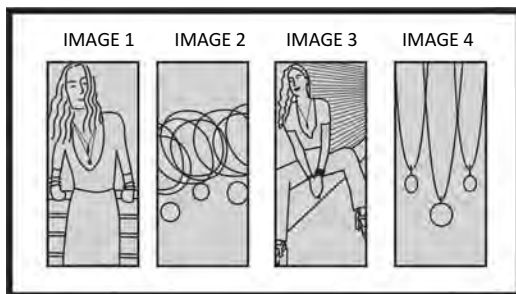
## HOW TO INSTALL VISUAL MAGNETICS

**STEP 1:** Using the Visual Magnetics spreadsheet, confirm the following:

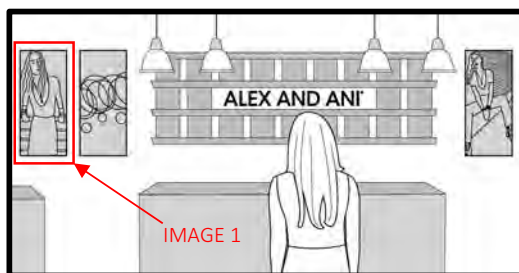
Original Source	24x24	24x48	36x24	36x30	36x42	36x48	42x60	48x48	60x42	60x60
Cranston	0	1	0	0	0	0	2	0	0	2

- The first tab, labeled "Full Spreadsheet," lists each store and total number of visual magnetics to check-in.
- The second tab, labeled "Season's Total," lists each store and which images they will receive.
- The remaining tabs identify size and show an image of each magnetic.

24x48"



**STEP 2:** Organize them by size – smallest to largest – and by image number. The image number can be found on the Visual Magnetics PowerPoint document.

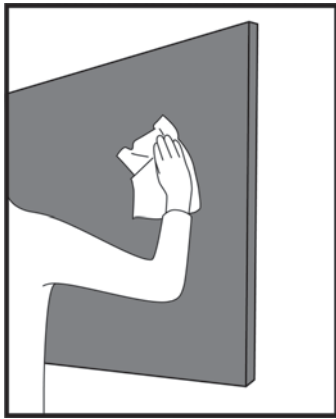


**STEP 3:** Stand at your entry way facing inside the store. Take IMAGE 1 of your smallest size. Start at the left wall and continue clockwise until you find the first carrier corresponding to that size. Install image. Continue until all images of that size are placed.

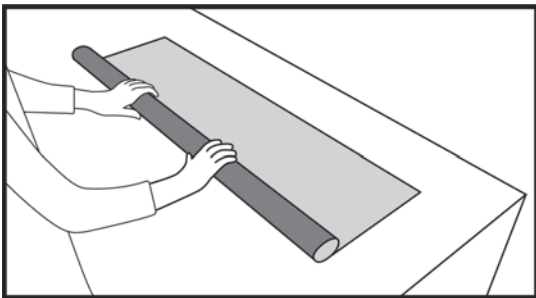
**STEP 4:** Take the next size image and repeat step 3. Continue until all Visual Magnetic carriers are full. You should not have any repeating images.

# HOW TO's

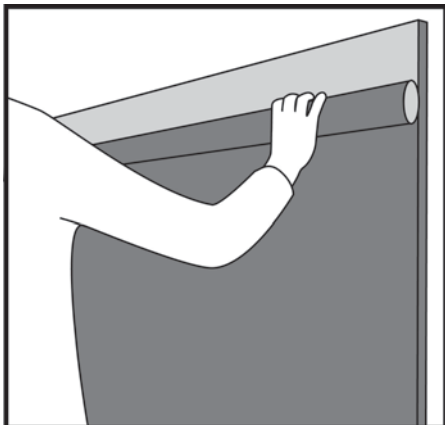
## HOW TO INSTALL VISUAL MAGNETICS



- STEP 1:** The magnetic carrier should be dust free. If there is debris on the carrier the graphic will not adhere smoothly causing bubbles.
- Stores with a metal, magnetic border, please take border off – you will be putting this back up at the end of the installation.



- STEP 2:** Place graphic on a flat clean surface with the image facing up. Begin rolling the magnetic tightly from the bottom to the top. Make sure the graphic is rolled evenly on both sides.

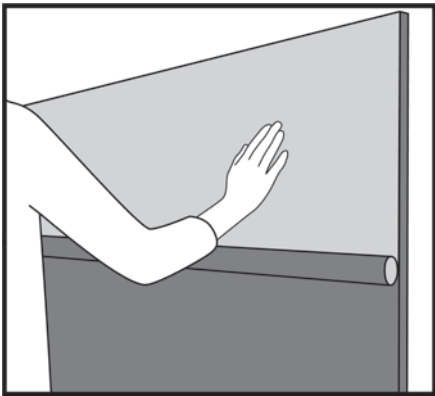


- STEP 3:** Begin installation by aligning the top corners of the graphic onto the carrier. Stores with a metal, magnetic border – center your graphic in the carrier.

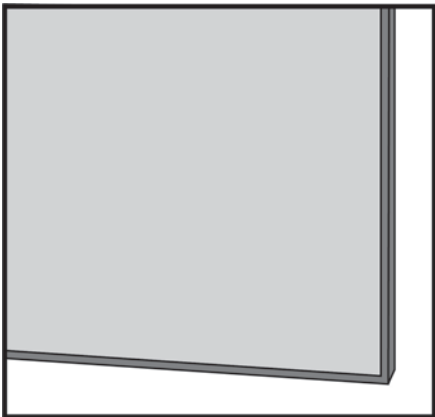
# HOW TO's

## HOW TO INSTALL VISUAL MAGNETICS

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**STEP 4:** Slowly unroll the graphic onto the carrier, ensuring that both sides are adhering to the carrier and not being cut off. Smooth out the graphic while unrolling.



**STEP 5:** Make sure the bottom edges of the graphic are aligned with the carrier and not overhanging.

- Stores with a metal, magnetic border  
– replace border on top of graphic.

# HOW TO's

## HOW TO PREP FOR A FLOORSET

### SCHEDULING:

**Employee Scheduling:** review the upcoming floorset manual and schedule to assess the needs of the floorset. In general, each floorset includes the following:

*Small Floorset:*

A-Frame, Window Banner, Front Entry, TOC Signage.

*Medium Floorset:*

A-Frame, Window Banner, Front Entry, TOC Signage, Visual Magnetics, 1-2 Case resets.

*Large Floorset:*

A-Frame, Full Window Install, Front Entry, TOC Signage, Visual Magnetics, All Cases, All Chain Stations, All Focal Tables, TOC Fixtures.

**Schedule Strategically:** Shorter shifts but more people. For example: better to have 2 people for 4 hours each than 1 person for 8 hours.

- Review staff scheduled to work the night of the floorset.
- Schedule visual lead for the floorset– this person has less tasks, oversees the execution and is the go-to with any questions/concerns.
- Assign tasks to each employee based on their visual merchandising strengths.
- Confirm all employees are comfortable with the tasks they are assigned:
  - Who is good at tubing
  - Who is most organized
  - Who is comfortable with window installation, etc.
- Schedule and designate the same employee for all prep work.

### PREPPING:

Depending upon the arrival of product and marketing assets, prepping for a floorset should begin one week prior to execution and not on peak days or during power hours. Prep work consists of:

- Check-in product.
- Organize product understock and label drawers.
- Count number of fixtures need to execute floorset. Order any missing fixtures well in advance of floorset.
- Pull product for tubing and displays. Example: All spotlight tubes/necklace easels would be in a Uline bin labeled "Spotlight."
- Receive in marketing assets.

# HOW TO's

## HOW TO PREP FOR A FLOORSET

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### **PREPPING (continued):**

Once you receive the floorset manual, print one copy in B&W for the store's Visual Merchandising binder and one copy in color to be used the night of the floorset. Make a folder for each section. Each folder should contain:

- A schedule of all tasks to be completed in the order to be completed.
- Pages of the floorset manual that coordinate with the assigned tasks.
  - Example: If they are doing windows, they should only have the window directive.
- Encourage employees to take notes on these copies of any questions, missing product, assets, etc.
- Include all marketing needed.
  - Example: In-Case or TOC marketing, Price Plaques, etc.
- Visual Lead should review each folder with associate working the floorset and review what their tasks will be and answer any questions.
- Before the night of the floorset your tubes/displays should be prepped and locked in a safe place.

### **NIGHT OF FLOORSET**

At the start of floorset execution:

- Visual Lead should have touch base meeting with associates executing floorset and give them their respective folders.
- Visual Lead places all Uline bins or boxes labeled at their respective cases/display area.
- Each associate should be responsible to complete "go backs," clean up, putting away excess fixtures, discarded marketing, etc. This should be done throughout execution.
- Visual Lead should do "check-ins" throughout the floorset with each associate ensuring everything is completed correctly.
- Visual Lead to review VM checklist, sign-off and prepare to review with Store manager post floorset.

### **POST FLOORSET**

- Store Manager to complete store walk-through with Visual Lead, using floorset document to review the execution, missing elements, marketing, or product, and any updates that need to be made.
- Store Manager to review VM checklist with Visual lead, sign-off and keep a copy for review with District Manager.

# HOW TO's

## HOW TO TAKE STORE PHOTOS

Store photos are a helpful way to communicate information to the Visual Merchandising Team and should ultimately be a virtual tour to anyone viewing them. Below are steps for taking, organizing, and submitting store photos. Photos should mimic the planogram as closely as possible. You will receive feedback on these photos, so please make sure everything is perfect and complete before taking photos.

*TIP: refer to your floor plans. Is everything on the floor plan also visible in your photos?*



**STEP 1: Flash Settings:** Disable the flash setting, especially when taking pictures of the case lines. Using the flash can improve photos only in circumstances when the store is very dark.



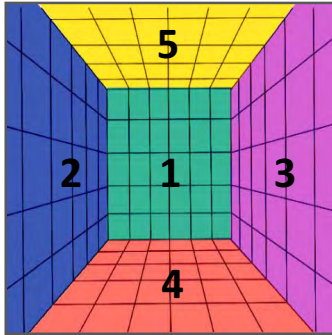
**STEP 2: Cropping:** Cropping refers to the removal of the outer parts of an image to improve framing, accentuate subject matter or change aspect ratio. Every camera or computer program (including PowerPoint) has a cropping tool. This keeps the eye focused on what is important in the picture. Of course not every photo needs cropping.



**STEP 3: Exterior Store Photos:** Photograph the entire store front in one photo, or multiple photos of each side that shows additional exterior entrances and windows.

# HOW TO's

## HOW TO TAKE STORE PHOTOS



### STEP 4:

**Store Interior Photos:** Reference the store's floor plan to make sure all entrances, windows, visual magnetics and marketing materials are represented in your photos. Each photo should include at least 4 of the 5 perspective surfaces listed below.

1. Back Wall
2. Left Wall
3. Right Wall
4. Floor
5. Ceiling



Example of panoramic view photo

*TIP: If possible, a straight-on view is best. Take an overall photo or multiple photos of each wall if necessary. Don't forget to shoot the central floor area – focal tables, etc. You can also use the panoramic view if necessary.*



Example of case line photo

### STEP 5:

**Case Line Photos:** Make sure to stand on a stepstool to take a photo of the full case. Remove all TOC signage and TOC fixtures. To avoid glare and reflections in the photo, remove glass prior to taking photo.

### STEP 6:

**Photo Presentation:** Compile all photos into a PowerPoint Presentation identifying the store and floorset. Present each photo in sequential order. Label photos accordingly.

# HOW TO's

## HOW TO TAKE STORE PHOTOS

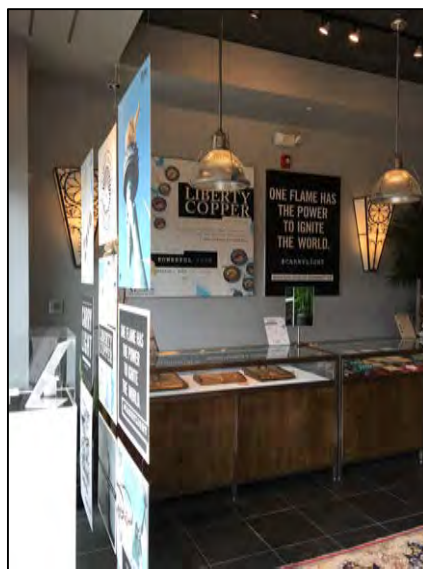
### 360° PHOTO TOUR

Another way to take store photos is called a 360° Photo Tour. This process of taking photos allows the visual merchandising team to see the store from the consumer's perspective as they walk into and navigate the store. It also illustrates the case/visual magnetics ratio to ensure proper placement of graphics. Below is a 360° Photo Tour of the Chapel View store.

- STEP 1:** Stand at the store entrance and take pictures from left to right simulating a 360° tour.
- STEP 2:** Concentrate on wall visuals. This is what the photos should capture.
- STEP 3:** Compile all photos into a PowerPoint Presentation identifying the store. Present each photo in sequential order. Label photos accordingly.



FRONT DOORS



LEFT WALL -1



# HOW TO's

## HOW TO TAKE STORE PHOTOS

360° PHOTO TOUR



LEFT WALL - 2



BACK WALL - 1



BACK WALL - 2



RIGHT WALL - 1

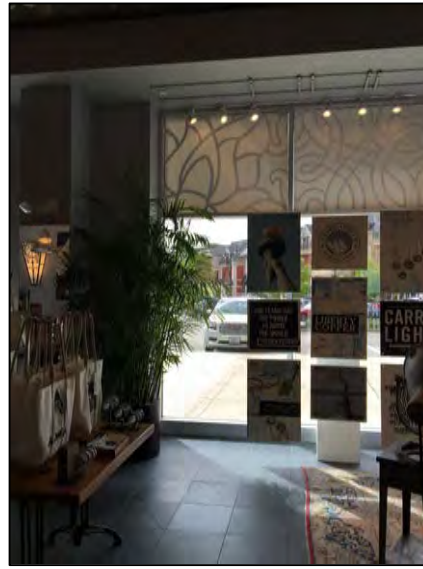
# HOW TO's

## HOW TO TAKE STORE PHOTOS

360° PHOTO TOUR



FRONT OF STORE-1



FRONT OF STORE- 2



ENTRANCE

# HOW TO's

## HOW-TO VIDEOS

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### ALEX AND ANI Video Links:

#### FIXTURES:

[6 inch tube](#)  
[12 inch tube](#)

[6 inch tube with base](#)  
[12 inch tube with base](#)

[1 inch riser](#)  
[2 inch riser](#)  
[Stacking risers](#)

[3X3 case plaque](#)  
[5x5 case plaque](#)

[5x5 necklace easel](#)  
[11x5 necklace easel](#)

[Meaning card holder](#)

### ALEX AND ANI Video Links:

#### HOW TO TUBE:

[How to tube charms](#)

[How to tube wraps](#)

[How to tube beaded](#)

#### HOW TO SET A CASE:

[How to set a case](#)

#### HOW TO INSTALL WINDOW MARKETING:

[Hanging System Introduction](#)

[Hanging a Banner](#)

# FIXTURE LIBRARY

## WINDOW TABLE PACKAGE

Each table is delivered as a "package." The package consists of the designated fixtures and quantity to be used on the table unless otherwise noted in a floorset manual.



36" TABLE



16" NECKLACE DISPLAYER  
(Q: 1)



11" NECKLACE DISPLAYER  
(Q: 1)



6" BRACELET DISPLAYER  
(Q: 1)



4" BRACELET DISPLAYER  
(Q: 1)

## SMALL FOCAL TABLE PACKAGE



42" TABLE



16" NECKLACE DISPLAYER  
(Q: 2)



11" NECKLACE DISPLAYER  
(Q: 2)



6" BRACELET DISPLAYER  
(Q: 1)



4" BRACELET DISPLAYER  
(Q: 1)



SMALL, MEDIUM &  
LARGE BRACELET  
DISPLAYERS  
(Q: 2 sets of 3)

# FIXTURE LIBRARY

## LARGE FOCAL TABLE PACKAGE



MUSEUM CASE  
DISPLAYERS  
(Q: 1)



SMALL, MEDIUM & LARGE BRACELET  
(Q: 2 sets of 3)



72" TABLE



# FIXTURE LIBRARY

## 6ft LORIMER NESTING TABLE



4ft & 6ft CASE



## FREE STANDING OPEN SELL FIXTURE



The self purchase strategy has become an important part of the ALEX AND ANI selling experience. The **Free Standing Open Sell Fixture** is extremely versatile and flexible. This is the base component, but when paired with additional components, it can be used 4 different ways:

1. **Chain Station:** displays a variety of necklaces and coordinating charms.
2. **Feature:** highlights seasonal bracelets and cross merchandises.
3. **Extension:** glass shelving serves to display all multiple product categories including jewelry, leather and candles.
4. **Kindred/Precious:** displays Kindred Cord and PRECIOUS THREADS bracelets on cards and on display tubes.

# FIXTURE LIBRARY

## CHAIN STATION

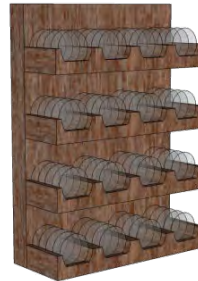
### PACKAGE A



# 1,3,5 - NECKLACE DISPLAYER (Q: 3)



#2 - MARKETING BLOCK (Q:1)



# 4,6,7,8,9 - CHARM DISPLAYER (Q:5)

### FEATURE

#### PACKAGE B



#1,3 - NECKLACE DISPLAYER (Q: 2)



#2 - MARKETING BLOCK (Q:1)



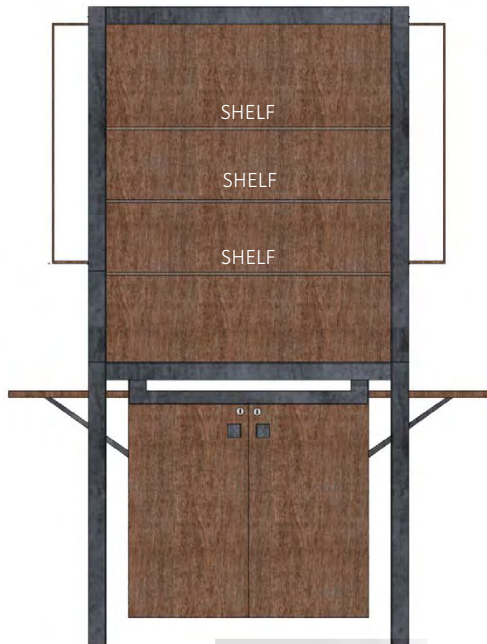
GLASS SHELF (Q:2)



# FIXTURE LIBRARY

## EXTENSION

### PACKAGE C

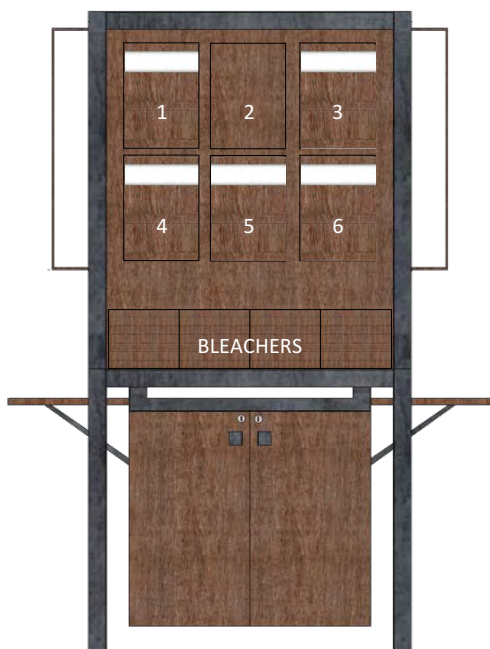


GLASS SHELF (Q: 3)

NOTE: Each glass shelf rests on 2 bars. Each bar has a clear rubber cover to keep the glass firmly in place.

## KINDRED/PRECIOUS

### PACKAGE D



# 1,3,4,5,6 – KINDRED CORD/PRECIOUS THREADS  
DISPLAYER (Q: 5)



#2 - MARKETING BLOCK (Q:1)



BLEACHERS (Q: 4)

# FIXTURE LIBRARY

## WHITE PLEXI FIXTURES



WINDOW PEDESTAL



SM. MUSEUM CASE



MED. MUSEUM CASE



3"X3" PLAQUE 1" RISER



5"X5" PLAQUE 2" RISER

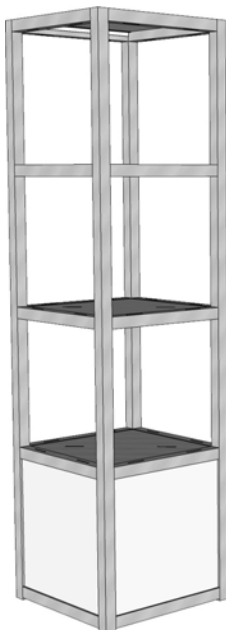


RING CONE



NECKLACE EASEL

## METAL FIXTURES



EXTENSION TOWERS



SET OF 3 ROUND TABLES

# FIXTURE LIBRARY

## WOODEN TOP-OF-COUNTER FIXTURES

---



BEADED BANGLE



CARDED BANGLE



CHAIN STATION



KINDRED/PRECIOUS



RING



LIBERTY COPPER

# FIXTURE LIBRARY

## LIBERTY COPPER FIXTURES

---



SILVER PRODUCT TRAY



GOLD PRODUCT TRAY



DIAMOND PRODUCT TRAY

# FIXTURE LIBRARY

## ACRYLIC FIXTURES



5"X7" & 8.5x11" SWIVEL FRAME



5"X2" SIGNAGE HOLDER



MEANING CARD HOLDER



3"X3" FROSTED SQUARE



5"X5" FROSTED SQUARE



11"X5" FROSTED RECTANGLE



EARRING T STAND



6" TUBE WITH BASE



12" TUBE WITH BASE



4 POST RING STAND



6" TUBE



12" TUBE



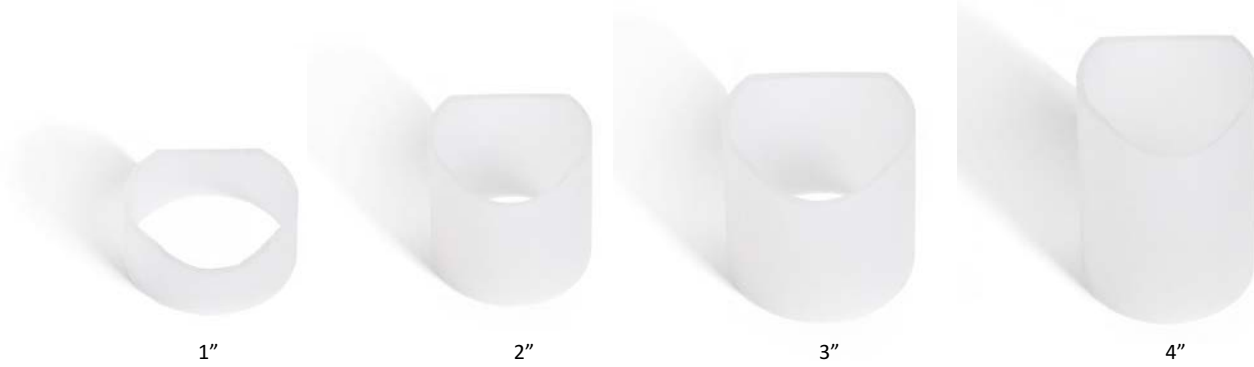
SET OF 7 RING HOLDERS



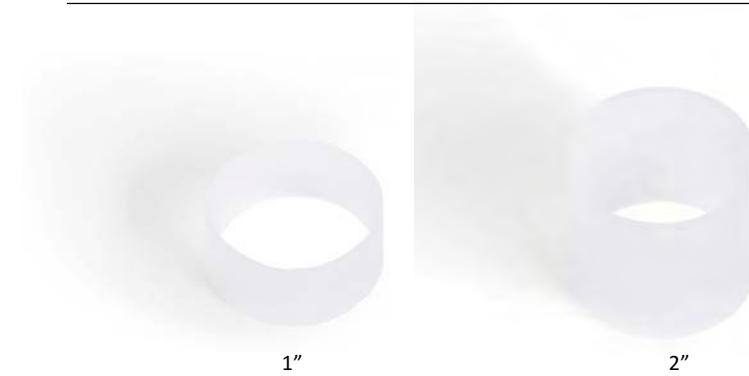
CUFF DISPLAYER

# FIXTURE LIBRARY

## DIVOTED RISERS



## RISERS



## NECKLACE DISPLAYERS



5"X5" NECKLACE EASEL - IN CASE

5"X14" NECKLACE EASEL – TOC

5"X11" NECKLACE RAMP – IN CASE

# FIXTURE LIBRARY

## PRECIOUS FIXTURES



NECKLACE RAMP



NECKLACE DISPLAYER



LARGE BRACELET DISPLAY



SMALL BRACELET DISPLAY



2 SLOTTED RING DISPLAY



EARRING & RING DISPLAY



12 PEG RING DISPLAY



12 POST RING DISPLAY



# FIXTURE LIBRARY

## LEATHER FIXTURES



SMALL LEATHER DISPLAYER



LARGE LEATHER DISPLAYER



TIERED LEATHER DISPLAYER



TOTE STAND



7"x9" WOODEN TRAY



# FIXTURE LIBRARY

## MISCELLANEOUS



4"x4" SLATE PLAQUE



6"x6" SLATE PLAQUE



3"x3" GREY PILLOW



MIRRORS



8.5"x11" & 11"x14" FRAMETTES



ACRYLIC TRAY W/ GREY INSERT



BLACK CLEARANCE TRAY



BIAS CUT GLASS BOWL

# FLOORSET MANUALS

CURRENT MANUAL

---

Place the most recent floorset manual here.

# FLOORSET MANUALS

## ADDENDUMS

---

Place all manual addendums here.

# FLOORSET MANUALS

PRIOR MANUAL

---

Place the prior floorset manual here.

# FLOORSET MANUALS

## VISUAL MERCHANDISING DIRECTIVES

---

Place all visual merchandising directives here.